Next Week You Will Find in "The Recorder"

In-Stock Research

"Too many merchants think they know how to build and style shoes, when they had much better leave that up to the manufacturer who has a wider organization and a closer contact with the industry as a whole," is a statement that will appear in our in-stock research, prepared after cooperative study with a group of shoe manufacturers, including makers of all grades of men's, women's and children's shoes. Care was taken to include not only those known to favor stock shoes but also those opposed. We give a conflict of opinion.

Also we tell that it is better for the merchant to buy his shoes as is, without enjoyment of any artistic prerogative of change in line, design and color to suit his whim. Something on the scientific selection of a stock in-stock, rather than the voice of the big customer who says: "On my hunch, play that number to the limit; it's good," with the result that the shoe goes into stock, is cataloged, and promoted on the authority of one man, one taste and one community.

First National Study

This is the first real national study made of best opinions of the trade on in-stock—for if the jobber's function is to be taken over by still more manufacturers, it is time to learn that in in-stock *beware of famine or feast*, for often when dealers are hungry for shoes there is a famine in the in-stock department, and when the craving is past—a feast of left-overs. In pro and con, therefore, consider whether in-stock is to be a major or minor in your factory in its service to the retailer.

BOOT AND SHOE RECORDER

with which is combined The Shoe Retailer

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NO WONDER THEY'RE SELLING

Record Value

Liberal Profit

Popular Price

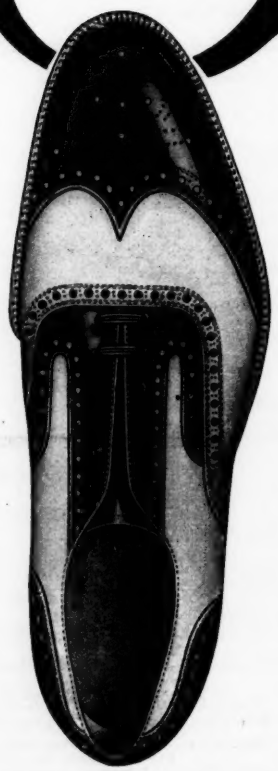
R 830
Maine Last. Brown Calf and 91 Stroller Elk Vamp and Quarter. B to D — 6 to 11.

R 827
Ritzy Last. Brown Calf with Cork Elk Vamp and Quarter. B to D — 6 to 11.

$5

FIVE DOLLARS

(RETAIL)



R 829
Kenmore Last. Brown Calf and White Elk. A to D — 6 to 11.

R 828
Kenmore Last. Black Calf and White Elk. A to D — 6 to 11.

IN STOCK

These sport styles explain themselves to the customer. You don't have to argue their value and smartness. Both are so apparent, a man knows at once he's getting a "buy" at $5.

Crossett has always built that kind of value, but it was never more evident than in these sport models.

IN STOCK

Priced to the trade so very reasonably as to yield handsome profit at this nationally popular figure—$5.

Profit makers and friend makers—that's what all Lewis and Crossett shoes are. Remember—we are carrying over 50 styles in stock (both Crossett and Lewis) and *rushing practically all orders complete same day received.*

The Crossett Shoe

To Retail
$6.50 - $8.50

CROSSETT SHOE CO.

FACTORY AT AUGUSTA, ME. 212 ESSEX STREET, BOSTON, MASS.

Coast Representatives
A. F. Medine, 573 Haywood Hotel, Los Angeles
Chris E. Nelson, Hotel Gowan, Seattle, Wash.

The Lewis Shoe

To Retail
$5.00

BOOT AND SHOE
RECORDER
Vol. XCIX, No. 14
June 13, 1931

The VOICE of the TRADE

The theme song "It's Smart to Be Thrifty," has disappeared entirely from the advertising and window display of R. H. Macy & Co., and evidently that great merchandising institution has become convinced that, as a slogan, it was teaching the public to carry thrift a bit too far. In full-page ads, Macy's now say:

"The country's full of paralyzed dollars. Cure them at

Macy's. Times are hard. But a lot of people have been groaning who've had good jobs and money in the bank. They have no right to complain. Their dollars could be buying them much more than a year ago. Furthermore, they are prolonging the depression by holding back. Economists agree that when people buy freely, so that more merchandise will be needed, there will be more jobs for the unemployed, and this difficult situation will right itself very rapidly.

"Naturally, we want your business. But we don't expect you to spend your money for altruistic reasons, even though you will be glad that your buying helps create jobs. The real reason you're going to spend money now is because you are going to find extraordinary bargains among Macy's most dramatic values in more than a decade."

George Gregory, who until his retirement a few years ago was one of the best known and most popular members of the traveling shoe salesman's fraternity, is traveling in Europe this summer and writes the RECORDER from London as follows:

"After years of hard times these fellows are still confident of good times to come and their attitude leads one to believe they mean it. Instead of grouching they act as if they had the greatest confidence in the future and are determined to work themselves out of their long standing difficulties."

Speaking before the National Foreign Trade Council in New York Thomas W. Lamont of J. P. Morgan & Company expressed the same thought when he said:

"Returning home from a brief trip abroad only last week, in the last few days since my return

I have been both surprised and impressed with the fact that in no country that I visited in Europe was the gloom quite so thick as here in America. Well, I hardly have to say to you that the most prosperous country of Europe has not the optimistic outlook for the future that America has, yet I find this feeling here."

The Pollyanna school of philosophy is clearly out of favor in these times, and yet one wonders whether after all a certain mental stimulus in the form of a generous dose of the old-fashioned American brand of optimism may not be indicated at this stage of the disease.

* * *

Window shoes— dressing up the window with shoes especially built for window display—is a tricky little business of itself. Some of the chains pay fifty cents to one dollar extra per

pair for window shoes. They cheerfully pay the extra charge so that the window models look better than the regular stock. The customer sees shoes in the window that look better to the eye, and, strange to relate, when the customer is fitted to a pair of shoes from stock, the shoes are not so critically scrutinized for material, color, stitching and details. The rub comes when the customer has a sample size and insists upon the window shoes.

* * *

A record turnover representing an increase of more than 100 per cent over the previous year's business was the outstanding feature of the New York Hide Exchange during the year ended June 3, 1931. During the

last five months the volume of business transacted was almost 200 per cent larger than during the same time in 1930, the total volume for the year being in excess of a half billion pounds.

During the year under review hide prices fluctuated widely, which is characteristic of this commodity inasmuch as hides are primarily a by-product of the meat-packing business, and therefore it follows that the supply of hides is not increased by the demand for leather nor is the production of hides reduced when the leather demand is curtailed.

* * *

Merle Thorpe, editor of *Nation's Business,* starts a movement for an appreciation of

the merchant, and told a group of retailers last week:

"I, as a householder, never join the clamorous criticism against the retailer. I regard him as my agent. I employ him to give me what I want when I want it, at a reasonable price. I expect him to judge quality. I expect him to keep me informed as to the latest discoveries and inventions. In this modern age of specialty work, I have no time to do this myself, hence I employ an agent—the retailer. And as a good employer I appreciate the fact that the faithful employee is deserving of a living wage and that wage be paid promptly. Every community recognizes a real merchant and honors him. The greater the difficulties, the greater the opportunity of talent to rise above mediocrity."

* * *

John W. Craddock, of the Craddock-Terry Company, Lynchburg, Va., who in his long business career has seen industry weather storm after storm, now says:

Ask Me Another

—What has become of our national purchasing power?

—It has gone into hiding.

—What do you mean into hiding?

—Into savings banks to the tune of some 28 billion dollars, where it has been taken out of circulation and reinvested in capital goods.

—Do you advocate withdrawing large sums of this money?

—Not necessarily; but I do believe that if we continue to hide away our money we shall have less and less money either to hide or to use.

Everit B. Terhune
President

"While the present situation in some respects differs from former similar periods, there are many similar reasons why a decided upward turn should soon come to our relief. The situation today is certainly more favorable for an upturn than it was at the corresponding time in our former panics—1893, 1907 and 1921. All the conditions seem, as far as I can analyze the situation, to be set for a rather definite improvement in business, starting about July 1 this year and approaching normal, which we should do, in my judgment, within another full year.

"We do not expect—nor would it be desirable—to have anything like a return of the so-called prosperous era of 1928 and 1929. It was the wild orgy of spending and speculating which brought this period of depression on. Tremendous liquidation has taken place

in the last eighteen months, and the country, as I see it, is headed for a safe revival of business if our so-called leaders in economics and finance will simply take a broad view of the situation and cooperate in the necessary way with those of us who have the courage and determination to go forward instead of sitting still, croaking about hard times."

Charles Ault, President of the Ault-Williamson Shoe Company of Auburn, Me., expresses himself as follows:

"In the years we have devoted to turn shoe manufacturing and selling, we have never seen a better opportunity to build sales volume in a retail store on comfort shoes and on style turn shoes than exists this year. We believe there is no substitute for a good turn shoe, and when correctly constructed, turns are the lightest, most graceful, and most flexible of all types of footwear. Hundreds of merchants throughout the country report building good additional profits through advertising, selling and pushing both comfort turns and other types of dress turn shoes in their stores.

* * *

Harry Chandler of Los Angeles tells a story to illustrate red tape rampant:

"We were on a project and had about $70,000 worth of Government materials piled up waiting for the trucks to carry them to different parts of the project, when

a spark from the cook stove fell among them and they caught fire. The cook tried to put it out, but he couldn't. He tried to persuade some Mexican laborers that were waiting there to apply for jobs, and they wouldn't. He finally offered them a dollar apiece to go down to the stream and put out the fire. They did and he paid them a dollar apiece and got their receipts and their affidavits and all the rest of it, and sent them down to Washington—$18 expenditure. Six months later he received word from the Comptroller of the Treasury that his claim could not be allowed, according to Section 3208. You should have advertised for bids."

Regulations are excellent, both in government and business. But they can be carried too far.

The world-over trade terminology is being stretched to serve the purpose of making a shoe appear better than it actually is by calling it "hand-made," "hand-turned," "custom" and "hand-lasted." The Hon. Judge Clement at the Margate County Court in England recently had before him a case wherein a local

shoe dealer sued one of his customers for the price of a pair of hand-made shoes which had been rejected because the customer contended that they were made by machine. In this case the retail merchant was unable to prove that the shoes were the best hand-made, and the case went against him.

The use of the term "hand-made" to signify better shoes needs to go through a clarifying process in description because even in today's custom shoemaking machine sewed uppers are the rule, and the only actual hand operation is in-sole attachment.

To carry on this international discussion between the *Shoe and Leather Record* of London and ourselves, may we quote the American dean of custom shoemaking as follows:

"To my mind there can be only one interpretation of the term 'hand-lasted,' and that is that the shoes are entirely lasted by hand and that no lasting machines were used in the operation.

"In the common parlance of shoemakers, it was well understood that a 'custom-made' shoe was one that was made for a customer where the measure had been taken, a special last built, an upper specially cut to that measure, then lasted, sewed and finished by one workman.

"Very often, during the dull season, shoes were made for stock and the same procedure of cutting and making was adhered to. These were called 'stock shoes—custom made.'

"The term 'Custom Made,' in most instances, is a misnomer and has been abused considerably, and many shoes, even though single-handed, cannot be designated as 'custom made.'

The misuse of 'custom made,' 'bench made,' 'hand sewed,' 'hand turn,' although many times used 'within the law,' cannot by any means be construed as living up to the meaning, the Old Masters' intended."

* * *

The man who stood at Broadway and Forty-second Street in New York on June 1 scrutinizing the feet of those who passed was Professor Harold J. Laski, British economist, a visiting professor at Yale. He was proving to a fellow countryman that slip-shod observation often confuses the abnormal and the normal.

"I was in New York yesterday," Professor Laski said in a lecture in one of his classes, "and a countryman of mine said to me, 'Isn't it strange that so many American men wear white shoes with black trimmings during the summer?' I asked him if he had counted 1,000 Americans to see if his statement was accurate. He admitted he hadn't, and we went to the corner of Broadway and Forty-second Street and counted 100 men. Three wore white shoes with black trimmings, seventy-one wore black shoes and twenty-six wore brown shoes."

Right, Professor, but on June 1, chill, cold and dreary day as it was, even three sports shoes was about three too many. Try every city, town and village on July 4 and you will be sport-shoe surprised.

* * *

Production in the shoe factories of New England during the spring months showed a gain over the same period in 1930, according to corrected figures gathered by the Federal Reserve Bank of Boston. April showed an increase of 4½ per cent. The volume produced in the first four months of the year was practically as large as the first four months of last year. "While the first four months of 1930 were characterized by a greater than seasonal expansion in shoe production," says a statement issued by the bank, "the present four months' period has exceeded that expansion, as indicated by the index.

Guide: "Here stands the arch of Constantine; over there the arch of Titus."
Shoe Man (visiting Rome): Wot? No Metatarsal?"

The Great Game of Give-Away

By MURRAY C. FRENCH

We are a nation of slogan worshippers, declares the writer of this article. A cute phrase, neatly worded to catch the ear, is likely to be accepted as gospel truth with comparatively little thought given as to its actual truth or merit.

For example, consider this proverb: "The First Loss Is Always the Least Loss!" While admitting its frequent truth, let's be careful this summer to apply it intelligently, not worship it blindly.

▼ ▼ ▼

At this time most of us are planning our July clearances. Before going further with our plans let's consider what happened in one department store last winter.

The back office gave its customary orders to "clean out all last season's merchandise in the January sale." So the merchandise man called in the new head of the shoe department.

"We want a complete clearance, Mr. Shoe Man. Put a $5.85 price on everything but the soundest staples. Look at the big week last year you must beat! And two weeks later we'll clean out what's left at $3.85."

A couple of days afterward the shoe man returned. "The shoe department has made some money the last five months," he told the merchandise man, "but the markdowns you suggest will wipe out every bit of it, and more.

"Give me a chance! I find, on looking over the stock, we can probably get regular price for one-fourth of those shoes, $7.85 for an equal number, leaving only about half of them to be cut to $5.85. They might not sell so fast but we would take in enough more money to salvage some profit for the season."

The merchandise man objected. "But you would be slowing up your clearance and your turnover—a fatal thing, as we have learned in millinery and ready-to-wear. Remember the first loss is always the least loss!"

"I'll admit," the shoe man answered, "that department stores have taught the shoe trade all it knows about turnover. But I contend that during the past two years department stores have been making gods out of turnover and volume—immediate volume, I mean—at the expense of the more important factors of net markup and net profit.

"Many shoe stores have fallen into that same style of merchandising without sufficient thought to the consequences. I may be wrong but if it comes to a choice between markup and turnover, I'll take the markup and then strive for the turnover through some other merchandising appeal than price, price, price!

"Markdowns have only one purpose—*to prevent greater markdowns later on.* Therefore if the first markdown is greater than a later one would have to be, it is an unnecessary loss. That is bad merchandising.

"Anyone who attempts to merchandise shoes at the same speed as he does coats or millinery will be forcing them to death all year round. Shoes have a longer season. There are only a few materials that are strictly winter or summer propositions. Most of our materials now overlap the seasons.

"For that reason the markdowns in women's shoes will run from 7 to 9 per cent as against 12 to 18 per cent in ready-to-wear. Our turnover is correspondingly slower.

"Why should we shoot our markdowns up to match ready-to-wear's simply that our turnover should equal theirs?"

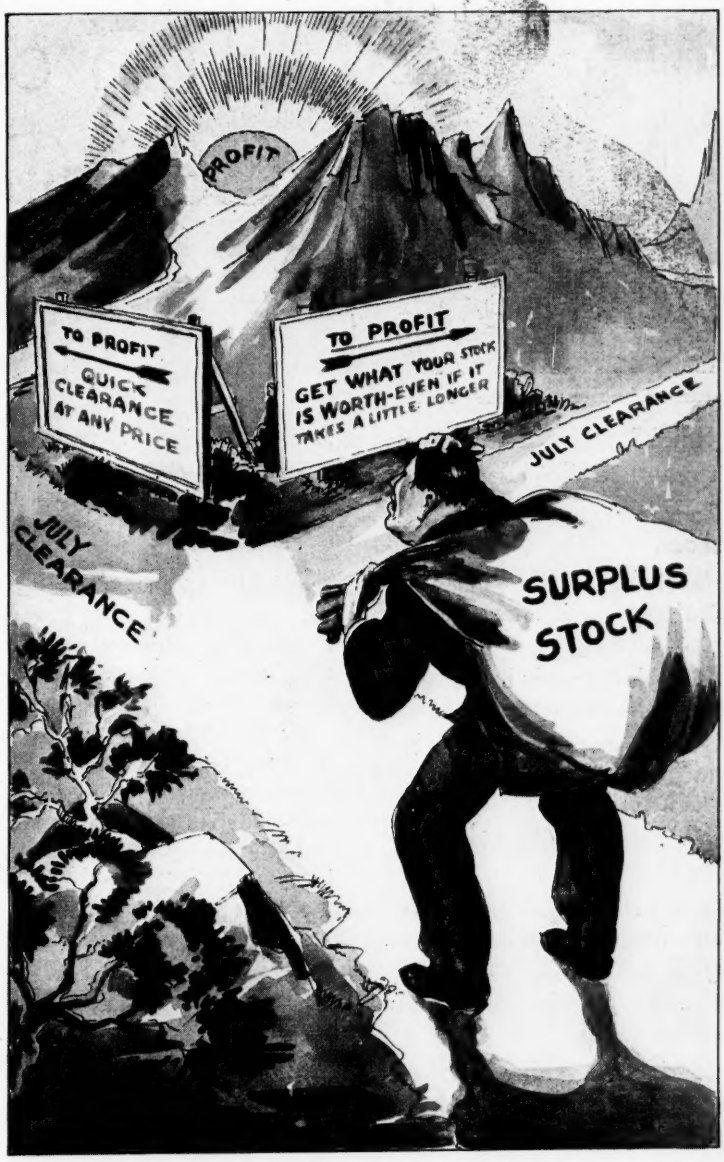
The shoe man finally prevailed, and the shoes were priced in the sale on a style basis, as judged by the shoe man, rather than on a calendar basis, as planned by the merchandise man.

When February first came the merchandise man suggested it was time now to clean out at $3.85 all that remained of the $5.85 lot. Again the shoe man persuaded him to drop the idea of a big $3.85 sale. The best of the $5.85 shoes were put back in regular stock at $6.50 and $8.50 with a 50 cent P. M., and only the poorest saled at $3.85. At the same time the worst of the $7.85 lot were changed to $5.85, while the best were held up and P.M.'d.

Clean out your stocks. But don't clean out yourself. Look at your shoes through next Fall's glasses

A final accounting was made March 10, showing they had actually taken in a little over a dollar a pair more than they would have under the group-them-all-at-one-price-for-quick-selling policy.

It's the age old problem of whether it is better to take less in a hurry or more in the long run. And the answer always depends on *how much* more you will get and *how long* it will take to get it.



It would be folly indeed to suggest we should forget entirely the slogan: "The first loss is always the least loss." But it is common sense to apply that slogan only where it belongs.

This July is going to be different. Circumstances compel it to be. In former years we built up a reserve the first five months of a season. Then when July came we threw on a big markdown clearance sale with alarming nonchalance.

But this July has no plump profit reserve on which to lean. It must, if possible, stand on its own feet.

The retail shoe trade is going to clean its shelves as usual, but an unusual amount of merchandising common sense will be shown in planning the event.

There will be less effort to beat last July's volume and more stress on beating last July's results.

We have been told on all sides that even if we must take a loss it is good business to sell goods quickly so we may reinvest that money. That statement is true as ever—at times.

We are always optimistic. We are sure as can be that the second investment will be better than the first. Maybe so; maybe not.

This July, before slaughtering our first investment, let's make sure its profit possibilities are exhausted. Anybody can give shoes away. But the good merchandiser will squeeze every possible dollar out of his *present* stock, rather than give it away to get at the greener grass across the river.

Meaning what? Instead of a grand clean-'em-out gesture, he will go through his stock carefully, line by line, almost pair by pair. He will view this summer's stock through next fall's specs—and value it accordingly, not giving away a single unnecessary dollar.

To be specific, what makes style in shoes? Three things, material, pattern, last. At present there are no radical changes in sight for lasts and patterns. Present types will hold over.

The main problem is materials. These divide them-

[TURN TO PAGE 40, PLEASE]

An 8 Time Stock Turn on 40 Per Cent Gross Profit

By FRANK A. LAMPHIER
Department Manager, David Harley Company
Pawtucket, R. I.

HERE'S HOW LAMPHIER DOES IT

Concentrates on one line of shoes.

Has styles enough to please all customers and sizes enough to fit all feet.

Advertises simply but consistently, featuring trade name.

Uses in-stock service to reduce inventory and increase stock turn.

Discounts all bills, thus adding to profits.

Gets extra bonus on seasonable lines ordered in advance.

Uses department displays of advance merchandise to increase sales.

Keeps slow-selling numbers constantly weeded out by mark-downs and PMs.

Uses simple stock system which reveals easily and quickly the state of the stock at all times.

Keeps a fitting record for every customer.

Follows up customers during dull seasons with letters, folders and telephone calls.

Makes a special bid for corrective and children's business.

We operate in a city of about 70,000 population and we have, in recent years, shown an entire average stock turnover of as high as eight times on a gross mark-up of approximately 40 per cent. This record, of course, shows that the department has been merchandised intensively so as to bring about definite results.

Of first importance, we stock and push one line of shoes. That is the main reason for our good sales and profit record. It is the coming trend in shoe merchandising in contrast to the usual practice of carrying two or three and sometimes as many as 10 or 15 different lines of footwear.

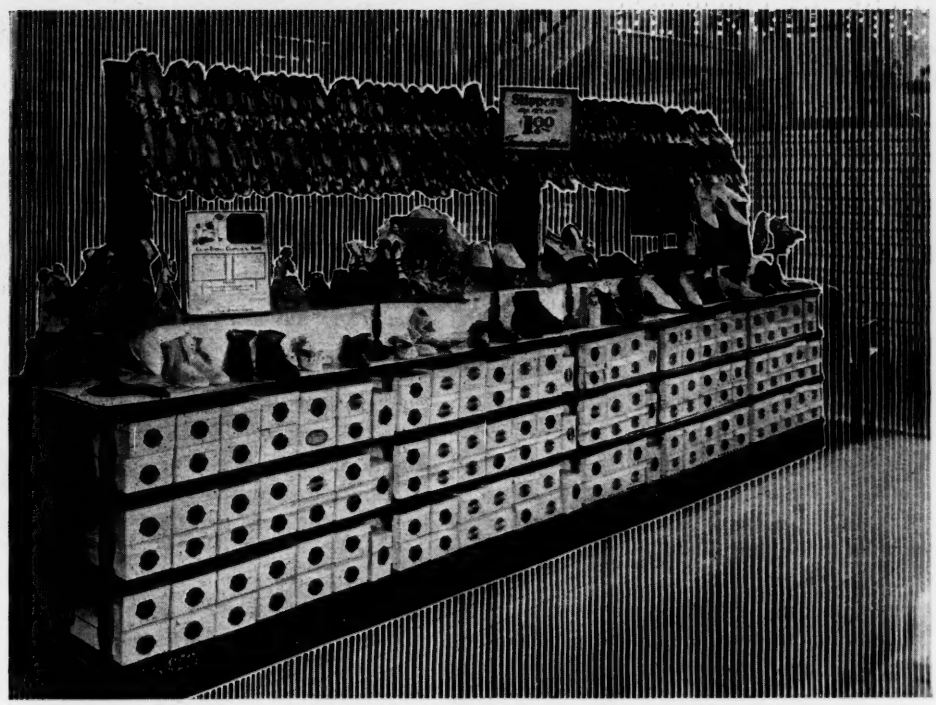
By carrying one line, which offers many different styles, we are able to fit any type of foot there is to be found. More than that, a woman has many styles to choose from, which creates a volume stock appeal in spite of the fact that they are all in one line.

Another good point is that advertising is simpler and less costly because we constantly advertise the trade name of the line we carry. It takes less space, less advertising expenditure and less time to advertise one line than two, three or even more lines. And people remember one line better than they do several makes.

Perhaps the greatest saving, however, comes in the inventory, which substantially cuts overhead expense. In each style we carry 46 pairs of shoes, divided among sizes, according to their popularity. We have a sheet sent us from the factory regularly which lists numbers of merchandise ready for immediate shipment, and on all such shoes we can get deliveries here within 48 hours from the time we order. Thus all of our shoes are in stock numbers, and, because of the speed with which we can get shoes here, we can operate on a low inventory. Actually the factory holds the stock instead of the retailer. I generally order twice each week, which keeps our stock always complete and yet at the lowest possible limit for good service.

It is this that gives us our unusually large turnover. In our stock are only good selling numbers, the slow ones being weeded out just as soon as they lag in sales. And by keeping inventories low, with frequent reorders, we are constantly turning the stock. This keeps our investment low; it saves space to store the merchandise and it saves much unnecessary handling. As soon as received, the merchandise is unpacked, recorded and placed immediately on the shelves for sale. Not one cent is tied up in backroom, stock or reserve merchandise.

Profits on footwear being sold are turned over immediately toward



This kind of display featuring slippers and seasonable merchandise is always on view in the Harley department. It has proved a steady sales builder.

the purchase of new stock, so that our bills are always being paid up quickly and there is no credit problem. By discounting all our bills, during the course of a year we add considerable to our profits. Besides the usual discount for cash, we get and take advantage of the extra bonus on seasonable lines. This discounting amounts to about 2 per cent a month, and on purchases ordered three months in advance, we get a 6 per cent discount besides the usual 2 per cent for cash. This substantially cuts expenses, and has been one of our greatest helps. This also allows us the use of our seasonable stock several weeks in advance of the usual purchase time, and by means of department displays, without any paid advertising, we sell hundreds of dollars' worth of seasonable merchandise weeks in advance of their usual selling time.

Periodically we go through the entire stock records, weeding out slow-selling numbers which we keep in a group by themselves on the shelf. These are marked down and are so marked that our salesmen know there is a bonus of 50 cents coming to them if they sell any pair of that stock. That gives them an incentive to show those shoes—to suggest them to customers when their needs or wants can be fitted with them.

It is rather an odd fact but we have found that to buy half a dozen pairs of shoes similar to a pair or two of slow sellers will usually sell the new and the slow-selling shoes quickly. It seems to lie in the fact that if a woman is shown one pair of shoes and finds that is our only one, she usually will not buy it, for she thinks it's old stock or undesirable. But put it with a few other pairs, show them in the window or possibly in an interior display, and they sell all right.

The stock system which we use makes it easy for us to make this routine of the records, picking out old numbers. Each style of footwear is recorded on a sheet of large loose-leaf notebook paper, giving the cost price in code, selling price, stock number, maker's name with a description of the particular shoe. Below are listed sizes from two to ten with half sizes recorded. To the left are recorded widths ranging from quadruple A to E, although widths and sizes would vary according to the type of trade and price of shoes handled. As sizes 4½, 5, 5½ 6 and 6½ are our best sellers, spaces for records of these size shoes are wider than for the less popular sizes. This makes the system very elastic, because it cares for the heaviest recording just where it's needed.

To the extreme right is a tabulation by months where total sales for each month in each size are listed. All records pertaining to any style shoe are right on this one sheet without any other references or papers.

[TURN TO PAGE 40, PLEASE]

How Shoes Are Sold in

What the Census of Distribution Shows About Retail Sales in Various Types of Stores

For this week's presentation of the returns of the Census of Distribution made by the United States Department of Commerce, the state of Ohio was selected and ten large cities were chosen from that state for a further breakdown of figures as specifically applied to retail shoe distribution during 1929. Cleveland and Ciinciinnati were omitted in the general analysis of per capita sales, etc., as these figures were given in a previous issue. They are, however, included in the breakdown of kinds of stores and types of organization.

It must be remembered in studying these figures that they in no way represent the total consumption of shoes in the given cities as the sales by stores other than shoe stores are not accounted for as yet in the present reports by the Bureau.

In the ten cities selected, the average per capita sales for all commodities amount to $581.21. Of this sum, $11.92 goes for shoes, or 2.05 per cent of the total. Canton shows the highest per capita sales for shoes with $15.15. The total amount spent in these cities for shoes during 1929 was $17,773,956.

Figures showing the comparative sales of shoes in the different kinds of stores, the men's, women's and family, are shown on a separate chart. Cleveland and Cincinnati are included in this breakdown as figures showing this comparison were not given in the previous article. The other six cities had to be omitted from this analysis as sufficient data was not supplied for them in the census reports. This breakdown gives the number of stores in each classification; the net sales in 1929 and the percentage of the total business done by each store.

The breakdown as to types or organization shows graphically the comparisons between the single-store independent, the local multi-unit and the sectional and national chain. The term "local multi-unit" applies to a group of stores within the confines of the community; the sectional chain is a chain, the stores of which are located in more than one city but not sufficiently widespread to class them as national.

This analysis as to types of organization shows the relationship of sales to stocks on hand at the end of the year in each of the classifications. For example: In Cleveland the single independents do 26.40 per cent of the business yet they carry 33.03 per cent of the total inventories figured at the end of the year. Similarly, the sectional and national chains control 38.43 per cent of the total sales and have only 31.08 of the total inventories on hand at the end of the year. This demonstrates the greater turnover of the chain store. Actual turn may be computed by applying mark-up to stock figures or subtracting it from sales figures.

How the Retail Shoe Business in

City	No. of Stores			Net Sales (1929)			Per
	Single-store Independents	Local Multi-units	Sectional and National Chains	Single-store Independents	Local Multi-units	Sectional and National Chains	Single-store Independents
Cleveland	169	111	55	$2,958,639	$3,940,868	$4,307,278	26.40
Cincinnati	105	16	33	3,339,191	488,256	2,431,952	53.35
Toledo	40	9	25	838,357	953,116	1,396,488	26.30
Columbus	43	5	33	1,398,665	163,139	1,755,162	42.17
Akron	11	18	20	517,158	736,823	1,451,222	19.12
Youngstown	16	11	15	796,044	549,356	820,127	36.76

Ohio

Table at the right gives a picture of the shoe business in ten Ohio cities in relation to population and total commodity sales. Statistics relating to store operation are also given.

Shoe Sales in Ten Ohio Cities

City	Population	Total Commodity Sales (1929)	No. of Shoe Stores	Net Sales (1929)	Average Sales per Capita	No. of Employees (Full Time)	Total Salary and Wages	Stocks on Hand End of Year (Cost)
Toledo	290,718	$174,046,556	74	$3,187,961	$10.96	180	$339,146	$919,256
Columbus	290,564	169,966,296	81	3,316,966	11.41	255	379,986	780,476
Akron	255,040	139,537,881	49	2,705,203	10.60	193	353,179	869,908
Dayton	200,982	118,896,694	51	2,479,800	12.33	143	250,472	647,873
Youngstown	170,002	101,516,634	42	2,165,527	12.73	143	222,464	585,987
Canton	104,906	63,279,899	31	1,589,447	15.15	110	165,286	395,914
Springfield	68,743	35,894,769	22	981,581	14.27	77	97,879	261,370
Portsmouth	42,560	20,901,855	19	381,457	8.96	31	35,391	118,566
Lima	42,287	26,728,358	14	614,547	14.53	42	63,454	204,950
Sandusky	24,622	15,481,601	14	351,467	14.27	24	28,984	220,525

Types of Shoe Stores in Six Cities

City	No. of Stores			Net Sales (1929)			Per Cent of Total Sales		
	Men's	Women's	Family	Men's	Women's	Family	Men's	Women's	Family
Cleveland	11	29	295	$356,615	$1,903,224	$8,946,946	3.19	16.98	79.83
Cincinnati	8	17	129	366,072	1,004,241	4,889,086	5.85	16.05	78.10
Toledo	4	10	60	193,704	544,148	2,450,109	6.08	17.07	76.85
Columbus	4	10	67	98,885	701,382	2,516,699	2.98	21.15	75.87
Akron	5	6	38	257,171	597,059	1,850,973	9.50	22.08	68.42
Dayton	6	9	36	144,582	877,260	1,457,958	5.84	35.37	58.79

Table at the left gives breakdown of shoe sales in six Ohio cities as divided between men's, women's and family stores, showing number of stores, sales in dollars and in percentages of total business.

Six Ohio Cities Is Distributed

Cent of Total Sales		Stocks on Hand End of Year (Cost)			Per Cent of Total Stock		
Local Multi-units	Sectional and National Chains	Single-store Independents	Local Multi-units	Sectional and National Chains	Single-store Independents	Local Multi-units	Sectional and National Chains
35.17	38.43	$1,000,887	$1,093,869	$944,308	33.03	35.59	31.08
7.80	38.85	992,754	105,343	464,679	63.52	6.75	29.73
29.90	43.80	333,264	309,608	276,384	36.25	33.68	30.06
4.92	52.91	308,049	36,279	36,148	39.46	4.64	55.88
27.24	53.64	151,031	437,867	281,010	17.36	50.33	32.30
25.37	37.87	229,988	170,292	185,707	39.24	29.06	31.69

FROM THE EDITOR'S ANGLE

June 13, 1931 ▶ ▶ ▶ Arthur D. Anderson

Editor

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Is Sales Tax Inevitable?

INDIANA opened the subject of taxation of the merchant on a flat rate base—one store so much—and, according to the size of the chain, so much more per extra store. The first result of the decision by the Supreme Court produced high glee among the independents and deep gloom among the chains. Let's now consider the situation impartially.

We see the foot of the tax collector firmly fixed in the partially opened door of every retail store. Why—you may ask! Because the problem of government is one of finding money which can be distributed "for the common good" for town, cities, States and nation. Up to Jan. 1, 1930, towns, cities, State and national expenditures were in line with the needs of the day. Some States showed amazing economies. The State of Massachusetts pointed to a record of efficiency and expenditure that gave to public-interested citizens the feeling that milder taxes were inevitable. Then along came the depression, and in towns, cities, State and nation it was necessary to make vast expenditures for public safety because of unemployment.

When the automobile displaced the horse, it was easy enough to kill the horse—let the machine be the victor. When production machinery displaced man as a worker, the problem was not so easy. Business said to the man: "I can't use you," so the government had to step in temporarily to see to it that unemployed man did not perish.

Naturally, the only way the Government can get money is through taxation, and if the ordinary methods of taxation are not sufficient, it is natural to expect that new methods will come into vogue.

Therefore we maintain that the Sales Tax promises to be the biggest legislative subject of the coming fall law-making season. Already the Hearst publications have placed themselves on record as follows:

"With a billion-dollar deficit looming up, the Government is setting its house in order and trying to cut needless costs.

"One cost that could be cut with benefit to all is the cost of TAXATION.

"Our present income tax is expensive to collect.

"It is not only expensive to the Government, but expensive to the taxpayer.

"It is awkward, cumbersome, complicated.

"It requires the services of a host of officials and lawyers and experts.

"It is hard to enforce, easy to evade.

"It has led to more chicanery, perjury and all-around crookedness than any other measure on the statute books except the prohibition law.

* * *

"Congress, when it meets again, should modify the income tax or find a substitute for it.

"And as the first of possible substitutes, let Congress consider the SALES tax.

"The sales tax is EQUITABLE, and it is also as nearly PAINLESS as a tax can be.

"It has been tested in sixteen foreign countries, in the Philippine Islands and in five States.

"In the form of a gasoline tax, it is already familiar to most Americans.

"It is not new, not fantastic, not unsound.

"On the contrary, as Chairman Will R. Wood of the House Committee on Appropriations says: 'It is the fairest tax that can be devised, and it would not cost ONE-TENTH as much to administer as the present tax system.'

* * *

"The Hearst newspapers have long favored the sales tax as an honest and workable method of raising revenue. Now that revenue must not only be raised but expenses reduced, the cheapness and ease of collecting it is another strong point in its favor.

"Such a tax would help to solve the serious financial problem facing the Government, and with the Government a billion in the red, that problem must be solved SOON and solved RIGHT."

The position of the merchant in the case of a sales tax is real serious. Men who run stores understand full well the difficulty of operating business at any profit—much less a first profit of one per cent to be collected on total sales and to be handed over to the tax collector.

It is hard enough, as business goes, for the merchant, small and large, to get a living wage for himself, his help and capital.

We hope that it is possible in the next few months to marshal all merchants in full legislative strength to combat the sales tax as such. Associations need strengthening, and all the forces that have anything to do with the ultimate distribution of commodities need to be brought into unison to combat the tax, for unless it is defeated we will have to change the adage: "The purpose of business is profits" to one reading: "The first purpose of business is to collect a sales tax aiding government to go into business."

Something can be done about the industrial situation within the shoe trade. Business leadership must come to the front as it has never yet done and prove its right to lead.

There can be a voluntary mobilization of the shoe industry. There can be a mobilization of brains, of vision, of courage and resources, so that a plan, schedule or program of production and distribution might be evolved to coordinate on a national scale policy of an industry.

A committee of fifty strong men is competent to undertake the direction, organization and the maintenance of such an industrial mobilization board.

One of our Dealers Says:

"WE have turned our Stock as Much as 18 TIMES in a Year"

RECENTLY a buyer for a large mid-western store wrote us, "Our downstairs shoe department has turned its stock as much as 18 times in a year."

Reading between the lines of his letter, we find confirmation of what we have always believed: That since ours is a small plant with a limited number of accounts, we can maintain a close, personal relationship with our dealers which pays both them and us.

This relationship has never become standardized—and never will! Every order which reaches our plant is handled personally by a major executive. And every shoe which leaves the plant reflects the craftsmanship which our workers have been trained to build into every pair of TRUE STEP shoes.

H. G. Robinson — PRESIDENT

ROBINSON-BYNON SHOE CO.
Auburn, New York

A new model for this month—the Beverly one-strap, in black kid with grey reptile trim, and in brown kid with contrasting brown reptile trim. It carries a 15/8 Cuban heel and comes in the following widths: AAAA to E.

To Retail at $5 and $6

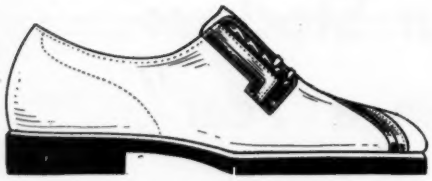
TRUE STEP

TRUE STEP
COMBINATION LAST
ARCH SHOE

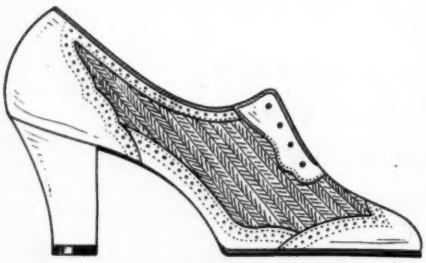
Color Stimulates Novelty Sales

Summer Footwear Moves Up in Forefront of Merchandising

By MADAME HAMILTON JEFFRIES
Fashion Editor



New theme in sports shoe made of natural linen without seamings. The combination of grey black and canary patent as throat trim and toe cap is accented by the all-black rubber sole. This shoe is suitable for junior types as well as grown-ups.



White kid oxford featuring inlays of herringbone mesh. Mesh and heavy cottons are bringing about a new spirit in patterns for mid-summer wear. Ventilated footwear is here to stay but must be merchandised in a seventy-day concentration.

White kid with grey lizard trim. The porthole eyelets are being used for ornamentation as well as ventilation. Shoes of this type are sellers right through the summer months and are usually used with dressier types of two-piece frocks as a contrast for bright pinks and blues in costumes.

Novelty patterns for active sports and dressier numbers for spectator wear hold much promise as extra pairs for the vacation months of July and August. They furnish the buying urge to overcome summer inertia.

Never before in the history of the shoe business has summer novelty footwear taken first place in the shoe buying program. Window displays and promotion isles hitherto occupied by regular seasonable merchandise are now depots for unusual consumer interest in novelties.

Red, yellow, blue and white. White on color and color on white. Rubber soles in crepe rubber and composition, in color, natural or white, stitched and banded in grosgrain, lined in composition, are now selling freely.

Bathing shoes in white meshes of sturdy weaves in alpargata types tied up around the ankle are exploited. Also shell-like T-strap models in white rubber for actual bathing to be worn with the white jersey bathing suit are conspicuous.

Awning stripe beach sandals made for price appeal and unusual painted cork novelties in reds and greens are also moving off the shelves.

The vogue for punched footwear has now gone into infants' wear in soft elk on combination lasts, while the girl of eight is demanding punched and perforated vamps and quarters.

Best & Company are now exploiting the eyelet oxford. White, blue and red eyelets on white kid footwear; white eyelets on red and small dark blue bows and white bows decorated with black eyelets; black bows with white eyelets. The effect of these eyelets is youthful and very fascinating, bringing into the shoe color accents which tie in a costume without destroying the flowing lines.

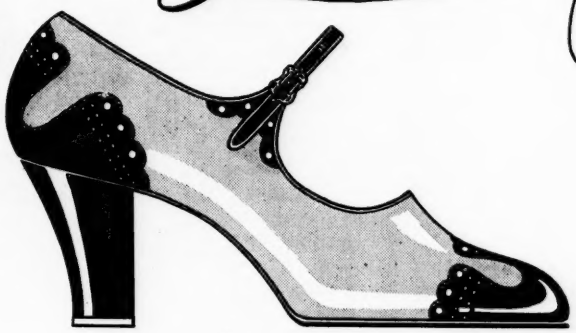
The linen sandal is also very noteworthy and shoe manufacturers and rubber houses are fashioning all sorts of smart combinations. Perforations, ventilations and eyelets are here to stay because the public demands air.

The absurdity of sealing the foot in a closed covering has at last dawned on the style advisors of the country. They now realize that comfort will not be sacrificed in these new expressions and style and fashion lifts comfort into its kingdom for a long and varied run.

Frank Brothers exploit a smart blond sandal trimmed in white kid in leaf pattern. Also a blond ecre oxford with pointed eyelet stays. A leaf pattern trims the quarter line. A very unusual buck golf oxford in white buck with oxblood diagonal stitching dotted in the centre of the squares. The proportion of the tip is worthy of study.

Winkleman display smart black kid oxfords with series of four row wave line as a vamp and quarter trim. The shoe features a colonial tongue and a grosgrain ribbon lace. Also smart new German eagle tip of black patent on white buck.

Youth



is portrayed in shoes fashioned by

Si-en-tiffick

...a mark which distinguishes our Fall Models in Corrective Footwear

AAAA to EEE

SI-EN-TIFFICK WELTS RETAIL PROFITABLY AT

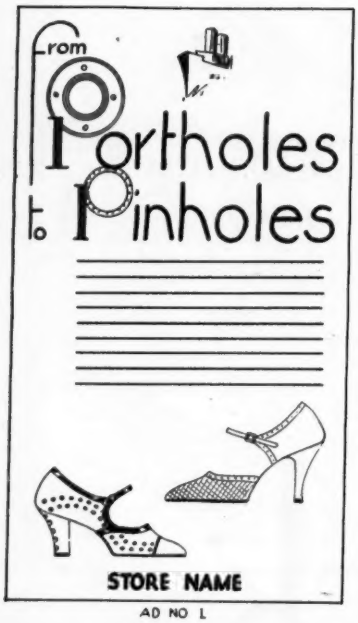
$5 and $6

SI-EN-TIFFICK SHOE CO.
Branch of The H.C.Godman Co., COLUMBUS, OHIO

Si-en-tiffick Shoes are also shown in Welts AAA to EEE TO RETAIL PROFITABLY AT $4

Sell Ventilated Shoes in Summer

Coolness and Style Best Sales Arguments for July and August—Plan Promotion Now



AD NO 1

Perforations dot the summer footwear mode, vying with airy mesh fabrics and woven leathers in smart shoes to meet the Ventilated Vogue.

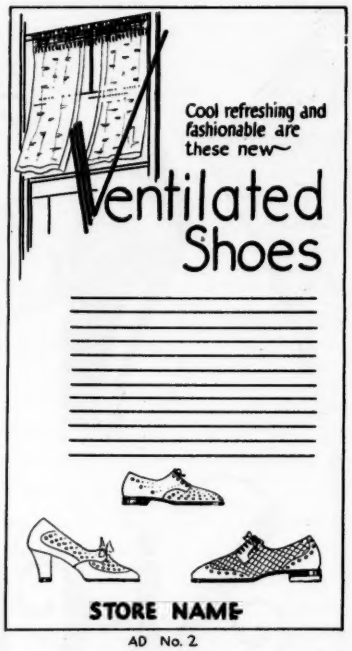
Their appropriateness with airy weaves of summer frocks combined with their cool comfort for the feet, assures tremendous popularity.

Right now, when the alert store recognizes the need for breaking away from monotony in advertising and display, the vogue of ventilated footwear offers exceptional opportunities for novel, interesting appeals. Both the fashion and the comfort angles can be used successfully—alone or combined.

Airy, loose weaves are smartest in apparel. They appear throughout the costume. Mesh fabrics, woven leathers, perforations and even open shank sandals for women, may all be featured under the theme of "ventilated."

These two pages give many practical ideas for advertising and display, that invite extra dollars to your cash register. Though prices must be right, it's time to break away from the constant drumming on price, price, price and give your prospective customers new angles to think about.

When a person is "in the dumps" something must be done to awaken his interest, to pep him up, to get him going again. Sob stuff won't do it! The same old "price" ads and the same old displays will never awaken buying enthusiasm, any more than a slumbering cheer leader would pep up a football crowd. You've got to snap into it if you want to start something!



AD No. 2

Just as stale, stagnant air is vitalized by the welcome breeze through the open window, so the feet are kept cooler and more comfortable by the popular ventilated shoes of 1931.

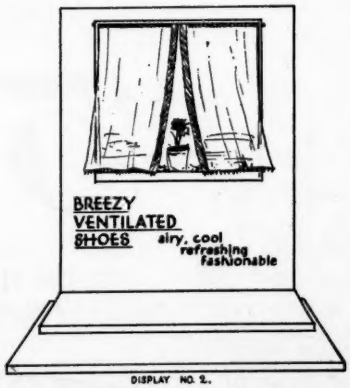
Perforations, woven leathers and mesh insets are all used. They're fashionable, as well as comfortable. Styles for men, women and children are presented in our timely showing of these healthful shoes.

DISPLAY No 1.

The porthole is cut through the compo board panel, the light weight shelves and backing are black, making the shoes stand out. Other ventilated shoes are displayed on the platform shelves.

A BREEZY DISPLAY

A fan concealed by a small screen is set before a sloping display surface, large enough to accommodate these shoes which have silk floss drawn through the perforations. Men's, women's and children's shoes can be used with others arranged about the unit.



DISPLAY NO. 2.

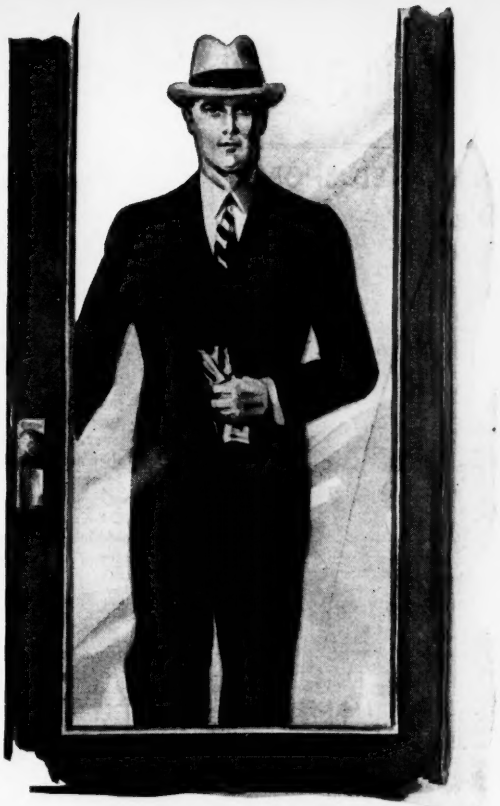
A cut-out window in compo board background, the crisp curtains kept moving by the fan in back. Artificial flowers help the illusion, as would covering the panel with a small cool Colonial-pattern paper. Various types of ventilated shoes are shown.

UPTOWN

SHOES AT

$5 AND $6

BRING MEN INTO YOUR STORE



There are two things that a man insists upon when he buys shoes. You must give him *style*, but you must also give him value. If you don't, you can't sell him again.

Uptown shoes meet these demands. They have style. You can see that with "half an eye," and they have the wear—the quality standard that only the makers of "Star Brands" can build into shoes.

Uptowns are profitable, too. At $5 and $6, they show for the dealer an average mark-up of more than 35%. They sell—and they sell again.

Melodies the Whole World Loves

—revived on "STAR REVERIES," the Star Brand Shoe Radio Program. Every Sunday evening, 9:45 Eastern Standard Time, over the Columbia network.

"Star Brand Shoes are Better"

One of the Six Dollar Fall Patterns in the Uptown De Luxe line—No. 1529. Gun Calf over the Berkshire Combination Last. Widths A to D. Price $3.85.

ROBERTS, JOHNSON & RAND

Branch of INTERNATIONAL SHOE COMPANY
ST. LOUIS, MO.

Ventilated Shoes Mean Extra Pairs

AD No 3

There's an excellent combination of proper foot support, foot freedom, and foot-cooling airiness in these summer shoes for youngsters—together with a style smartness that will appeal to the children themselves.

The NEW VENTILATED SHOES

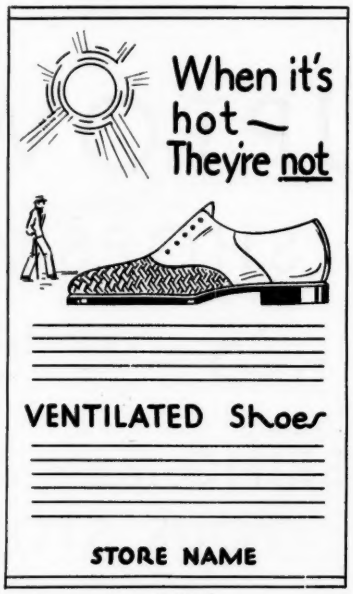
introduce many clever styles in pumps, straps and oxfords, all appropriate with the open, airy weaves in woolens and cottons that are so fashionable.

Some styles are perforated, others introduce lacy linen. Others use woven leather. Models for sport, spectator, street and afternoon wear.

POST CARD TO MEN

We would like to have you stop in and see this new shoe. It's sturdy, practical and styleful, yet very much ventilated. Every one of those openings in the forepart of the shoe lets in more air.

There are other styles in which a new linen mesh fabric is used for the same purpose.

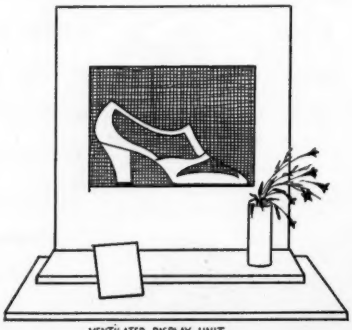


AD NO. 5

The best way to beat the heat is to compromise, to wear cool clothes, from your light straw hat, clear to you feet—for sport or general wear try these smart, airy VENTILATED shoes. You'll find them styleful and practical.

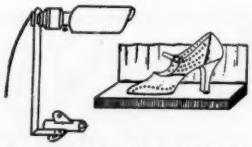
AD. NO 4.

On the court open mesh net ventilates the cool tennis slippers. Her perforated street shoes are strikingly smart and cool. With her afternoon frock she wears a pump of lacy linen. All in perfect accord.



VENTILATED DISPLAY UNIT

A pantagraph is used to make the outline of the large shoe on compo board. This is cut out with a small saw, and set in the opening of the compo board panel. Net is stretched over the opening on the back of the panel. A concealed fan blows through the net toward the flowers or potted tree, keeping it in motion. Blue and white make a cool color combination. On the card "Ventilated Shoes—foot-cooling and fashionable." Show varied types of ventilated foot wear.



Secure several of the little "clip-on" reading lights—sold most everywhere. They are just high enough to illuminate a shoe.

AD No. 6

Mesh fabrics, woven leathers and perforations are used to permit the feet to "breathe," yet the shoes are fashioned to give full support and smart style.

Extending a Service

Hundreds of dealers who give thought to fast selling smart welt shoes proclaim their preference for Pontiacs, because of the smart style, excellent fitting qualities, and general satisfaction.

Compo Welt Type

Mindful of the importance of more and more beauty in footwear and the value of greater service to dealers, we announce the addition of

COMPO
WELT TYPES

Fashion Welt

These new Compo Welt Types embody all the daintiness of high style footwear without sacrificing any of the unsurpassed fitting quality for which Pontiac Shoes have so long been famous. They will fill a long felt want.

Our representatives are now on their way to you with fall samples in Welts and Compo Welt Types—new materials and patterns as heralded by famous fashion experts.

PONTIAC SHOE MFG. CO.

PONTIAC ILLINOIS

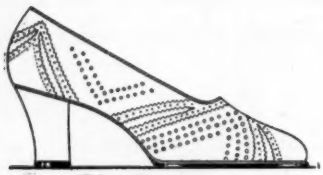
Fashion Welts ***Compo Welt Types***

Beautiful Summer Shoes

AAAA's—C's
1—9

IN STOCK ALL-WAYS

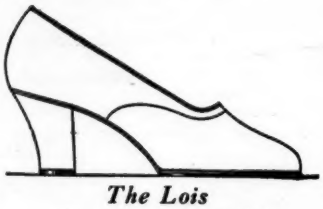
AAAA's—C's
1—9



The Braemore

1580 Last, 16/8 Cuban Heel

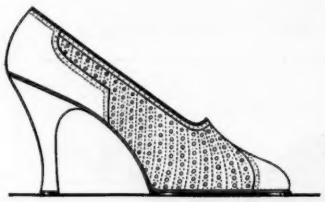
R 117—White Morocco with White Pig Grain Trim **$4.20**
R 118—Brown Morocco — Two Tone **4.20**
R 119—White with Black Pig Grain Trim **4.20**



The Lois

1681 Last, 16/8 Cuban Heel

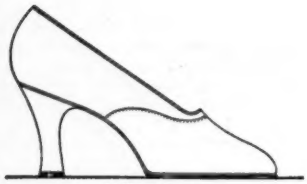
R 149—Natural Linen **$3.00**
R 150—White Linen **3.00**



The Doris

2081 Last, 20/8 Louis Heel

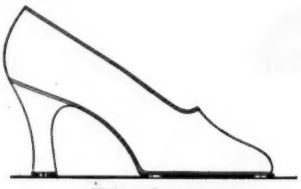
R 122—White Calf—White Powder Calf Trim **$4.30**
R 123—Sand Kid—Powder Calf Trim, ... **4.75**
R 124—Blue Kid **4.75**



The Lois

1881 Last, 18/8 Lous Heel

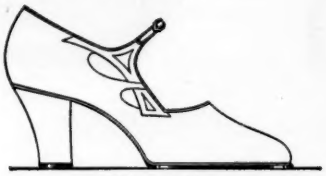
R 151—Natural Linen **$3.05**
R 152—White Linen **3.05**
R 153—Black Moire **3.35**
R 154—Dull Kid **3.75**



The Opera

1881 Last, 18/8 Lous Heel

R 165—Patent Leather **$3.85**



The Arline

1580 Last, 16/8 Cuban Heel

R 141—Dull Kid—Blk. and Wht. Water-snake Strap **$4.00**

The Jemima

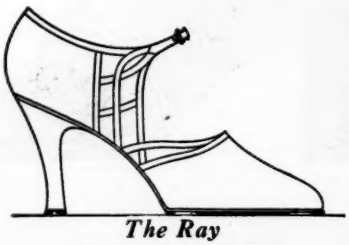
1681 Last, 16/8 Cuban Heel

R 134—Natural Linen **$3.70**
R 134X—White Linen **3.70**
R 155—Patent Leather **4.10**

The Sibyl

1681 Last, 16/8 Cuban Heel

R 132—Dull Kid—Genuine Gray Water-snake Tab **$3.90**
R 133—Natural Linen—No Tab.. **3.20**
R 146—White Linen—No Tab.. **3.20**



The Ray

1981 Last, 19/8 Louis Heel

R 160—Dull Kid—Patent Leather Trim, ... **$5.25**
R 161—Blue Kid—Blue Kid Trim. **5.50**
R 162—White Kid—White Kid Trim **5.50**
R 163—Black Faillette—Patent Leather Trim **4.85**

WRITE FOR FREE CATALOG SHOWING COMPLETE DYER & HALL LINE

DYER & HALL, INC.

AUBURN — MAINE

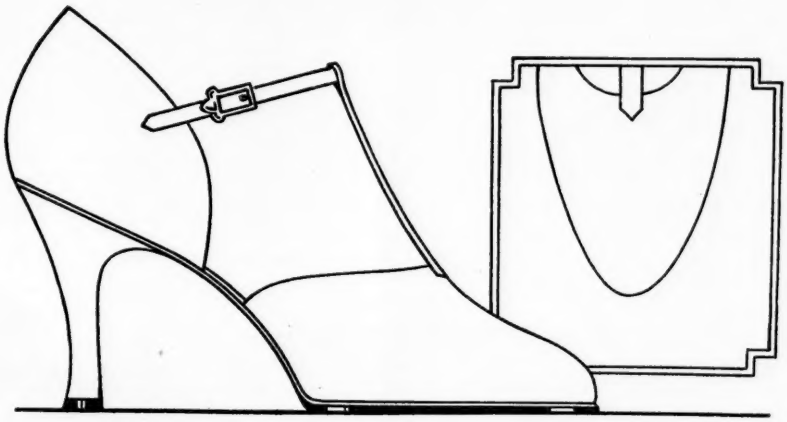
THE

Season's Selling Sensation

AAAA's—C's 1—9

IN STOCK
FOUR DIFFERENT WAYS

AAAA's—C's 1—9



PAJAMA SANDAL

A Dream on The Foot

Built over 1982 Last with 19/8 Louis Heel

No. 174—Patent Leather	**$3.80**
No. 175—Black Faillette	**3.70**
No. 176—Dull Kid	**4.15**
No. 177—Natural Linen	**3.45**

For Teas—Dances —General Wear

It's the Pattern of Patterns—A Classic—A Size-Up Staple—Long-Run Repeat Number. Sandals are just starting and will be good all year.

ORDER TO-DAY—NOW!

PAJAMAS ARE IN STOCK READY TO SHIP

WRITE FOR FREE CATALOG SHOWING COMPLETE DYER & HALL LINE

DYER & HALL, INC.
AUBURN — MAINE

The Cycle of the Sale

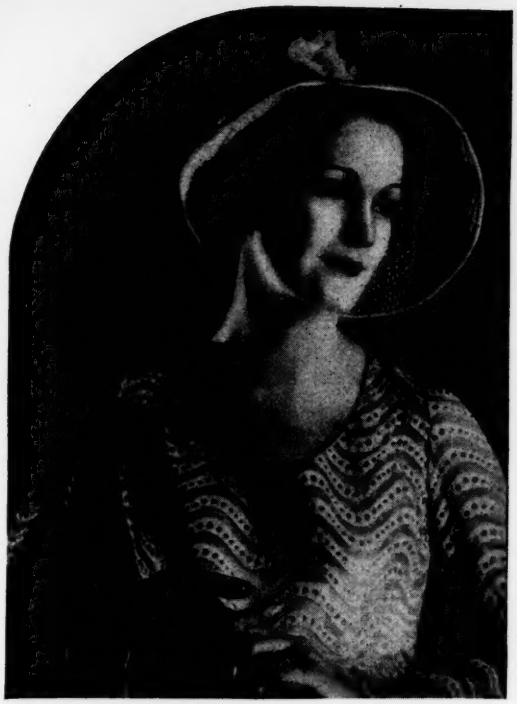
Nine Points in Selling a Pair of Shoes as Developed by Michael Murphy, Advertising Manager for Krupp & Tuffly, Inc., Houston, Texas

Before we build our cycle or circle we should have a firm foundation upon which to build. Our foundation is formed of three parts: the first fourth, the Merchandise; the second fourth, the Store. The other half is SERVICE. A store has to have merchandise to sell; then we have to have a place in which to show it, a place where our customers may be protected from the weather, where our goods may be stored. But that's just half of the story. Think how very useless a store with merchandise on the shelves is to a customer wanting a pair of shoes, apparel which must be intelligently fitted Well, what's necessary The human part, of course, SERVICE. And YOU are service. You are the bridge between the customer's desire for shoes and the ability of the shoes to satisfy that desire. So, now that we get a slant on how important we are, let's just build ourselves a cycle or wheel of service.

First, we have to let people know about our store, our merchandise and our service. Remember, that advertising can't add the tiniest mite to our store, to our merchandise or to our service. I mean by that, that unless the store, the merchandise and the service have all of the right qualities, then our advertising is a LIE. All advertising can reasonably be expected to do is to tell a straightforward story of the merits of the thing we want to sell. It can not build into our store or into our merchandise a value which does not exist. So, let's suppose that through advertising, we have induced some customers to come to our store. What happens then?

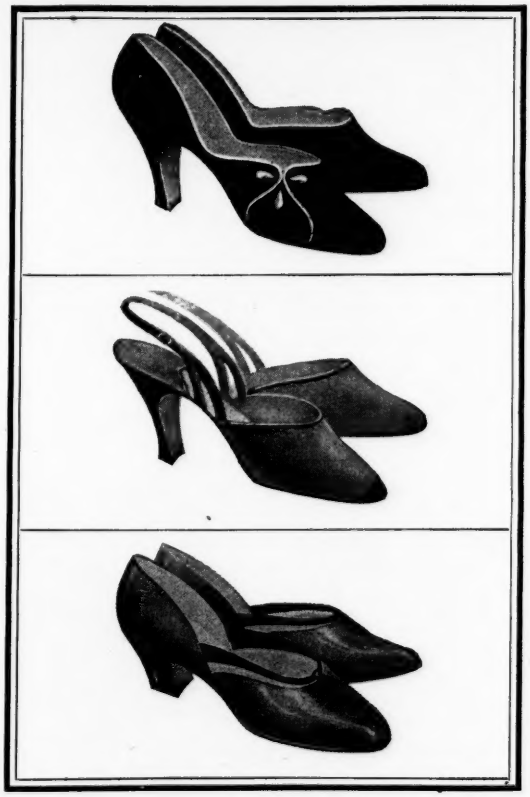
When a customer enters the store, what happens? Is he approached slowly, indifferently, with the usual: "May I help you?" An intelligent approach strikes a responsive chord in a customer with a pleasant frame of mind and disarms the grouchy one. The principal points of approach are: Greet your customer the very moment he comes in the store. Get him seated at once. Start in with him as if you knew all there was to know about your business and how to do it quickly and efficiently. Incidentally, the most grating thing to a customer is to walk into a store and have the salesforce break up a huddle and start a scattered formation in his general direction, with a slow, sheepish motion. "Heads up" while you are on the floor is one of a shoe salesman's most priceless qualities.

How many of you start in showing shoes to customers in a blind sort of fashion, without a clear picture in your mind as to what style is wanted—or for what purpose it will be worn? If you ask enough questions about the style wanted, you can generally get a good deal of information that will designate the particular type of shoe wanted. From then on, the price and size are the only other elements to go through in closing the sale.



SHE'S ALL YOURS

–and no *quibbling* about price



This ready-made Daniel Green customer with quality sense and money to spend

DON'T lose her! She's worth keeping. She's that precious thing called a quality customer. And "Quality customers are most loyal," trade reports say.

She's the kind of customer Daniel Green delivers to you . . . ready-made. When she asks for Daniel Green slippers, she is asking for the best. If you can't supply them, your prestige drops.

You can afford prestige, but you can't afford to drop it!

Make these simple moves to hold your quality customers. 1—Show the new . . . . the widely advertised Daniel Green Leisure Slippers. 2—Arrange them in pleasing color groups. 3—Chart your styles, limit your colors with care. Then keep your stocks well sized.

It takes less capital and brings twice the turnover . . . every day in the year.

Quality Customers Are Most Loyal

DANIEL GREEN *LEISURE* FOOTWEAR

THE DANIEL GREEN CO., DOLGEVILLE, N. Y.—CHICAGO, 29 E. MADISON ST.—NEW YORK CITY, 331 MADISON AVE.—BOSTON, 10 HIGH ST.

The size element in shoe selling is what makes customers valuable to the shoe business. So, if the size element is so very important, we ought to pay a lot of attention to it. When you go to a clothing store, the first act of the salesman is to get your old coat off. The next is to get another coat on your back "But I don't want a tan suit," you say to him. "That's all right, sir, I just wanted to see how this collegiate chest model would look on you. More for the fit." Isn't it good business to get the customer's old shoe off quickly —measure him—and get a shoe on his foot before he starts building up a list of the styles he DOES NOT want to see?

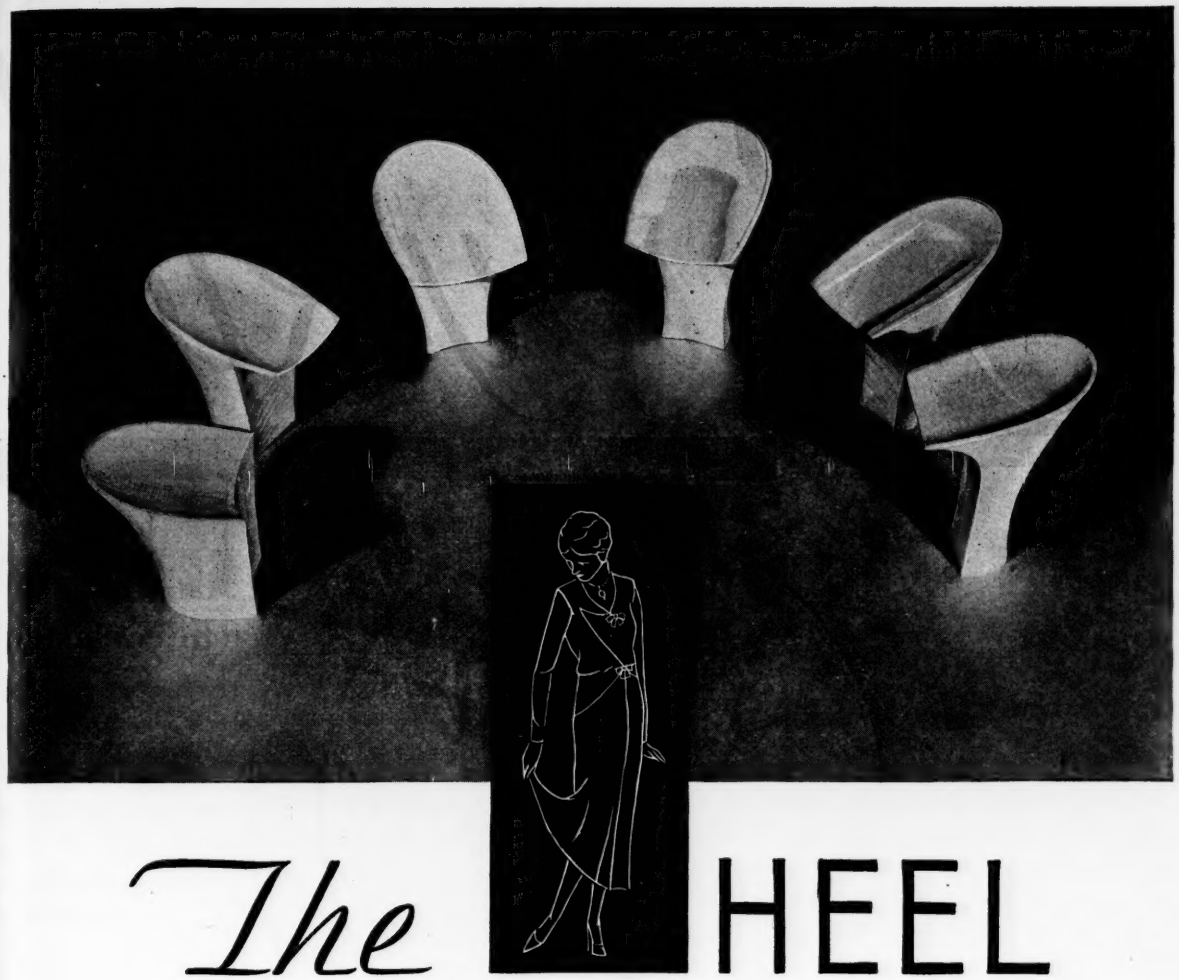
Next to not being shown merchandise willingly, a customer dislikes most of all having the salesperson remove shoes too quickly. The only way you can tell when a customer is no longer interested in a particular shoe is for the customer to openly say so, or to look frequently at the other styles being shown. Of course, it is necessary to get stock up off of the seats and floor, but it is never necessary to get shoes away from the customer making up his mind. Common sense should tell you when you can safely remove shoes from the view of your customer.

"Keep your mind nailed to what you are doing." You have to think all the time—and a lot faster than your customer. The only way you can do it is to give every customer your undivided attention. Have you ever seen a shoe salesman sitting on the fitting stool, drumming on it with his fingers, while his customer sits there with a look of disgust and displeasure on his face, trying to tell this dumb-bell that he isn't interested in that particular shoe. But the fellows mind is somewhere else; and from the dim vision he suddenly hears a gruff voice saying, "Aw, just put my old shoe back on. I'll think it over and come back sometime."

Use your hands to present merchandise with the gracefulness and dignity to which it is entitled. It is quite a common thing to see shoes shoved and thrown around like so much lumber or dead fish. That sort of thing doesn't build up a background of worth in your customer's mind. Shoes should never be shown in bunches like bananas—they should be presented one at a time. By presenting them with the hand is not meant that the customer should be permitted to hold every style shown. It is an easy matter—and a mark of courtesy and flattery—to hold up a shoe with some skill, just for an instant. Then it should be promptly put on the customer's foot. Remember, your little gestures of respect and reverence for the thing you sell pay dividends.

If a customer asks you if it is right to wear an apple green linen pump with a bright henna dress, would you be able to tell her? After all, the principles of color harmony are not so complicated that even the laziest of us can't get a fairly complete idea of ordinary good taste. Read the fashion magazines, trade papers and other publications giving style news.. Adopt and adapt it according to your local needs. People expect shoe men to know a lot. Let's try to measure up to their ideas.

A car or a radio is bought from the dealer who, among other things, has impressed the buyer with the idea that "service after the sale" will be forthcoming. This service-after-the-sale idea is present in shoe selling, too. People expect a number of things from their shoes and from those who sell and deliver those shoes. The service of shoes is a matter of merchandising, apart from salesmanship. But the little things such as prompt deliveries, courteous treatment of customers requiring stretching or other minor adjustments for comfort, assume giant proportions when a store fails to give them. Remember—your word is the store's bond in the opinion of the customer. So your careless promise to do something becomes a heavy task on the store until you have fulfilled it.



The HEEL
A MAJOR FACTOR

TO THE shoe manufacturer who builds and sells his product successfully and profitably, heels become ONE of the major factors.

But, in the heel factories of Vulcan Corporation, whose business is to service the wood heel requirements of shoe manufacturers throughout the nation, the heel is THE major factor. Experts see to the styling, modeling and selecting of the blocks from which Vulcan Wood Heels are made. Our skilled organization has developed wood heel production to the Nth degree. An iron-bound policy of service anticipates the manufacturer's demands.

Make it a point to discuss wood heels with one of the Vulcan heel men. He can be helpful. Vulcan Corporation, 14 Second Street, Portsmouth, Ohio.

VULCAN
WOOD HEELS AND LASTS

Last Factories in
PORTSMOUTH, OHIO
ST. LOUIS, MO.
BROCKTON, MASS.
JOHNSON CITY, N.Y.

Style Studio:
908 MARBRIDGE BLDG.
NEW YORK CITY

Lumber Mills in:
ANTIGO, WIS.

Wood Heel Factories in
PORTSMOUTH, OHIO
JOHNSON CITY, N.Y.
EFFINGHAM, ILL.

Ruby kid.

HELPS M.

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PACKARD
ARCH-AID
BROCKTON, U.S.A.

It's a

EVANS L

Two PACKARD "ARCH AID" in stock styles made of RUBY KID

STYLE A11
Bretton Last
Blucher
Oxford

M. A. PACKARD COMPANY

maintain their quality standards in black kid shoes.

Leather quality that continues true to established standards of beauty, service and comfort contributes powerfully to holding the customers' confidence.

That is a fact which M. A. PACKARD COMPANY, one of Brockton's longest established shoe manufacturing houses has always stressed in merchandising Packard shoes.

In *Packard* ARCH AIDS, RUBY KID has long been extensively used in their black kid styles—a very significant fact to all who know Packard value standards.

They and all retailers of *Packard* ARCH AID shoes may be confident of our constant watchful maintenance of the standards of beauty, service and comfort which we have set for RUBY KID.

STYLE A14
Sutton Last
Blucher

LEATHER

Standardize on Evans Brands

The Basement Goes Regular

Popular Price Shoe Section of Today Must Offer Real Value Plus Right Styles

Shoe stores that operate a basement department or a popular price section on the main floor are confronted with a decidedly different situation this year than they have encountered heretofore, calling for a radical revision of merchandising methods.

These basement departments and popular price sections have, in the past, been conducted very largely for the purpose of keeping stocks cleaned up by providing an outlet for odds and ends, or shoes that otherwise would become odds and ends. They were operated on the principle that there was a market for styles that were slipping or about to slip, provided the values were sufficiently attractive. In other words there were customers who were not too critical provided they could buy "at a price."

The changed complexion of the price picture has changed all this. Today the chain stores are offering better values than heretofore in styles just as hot. The public isn't interested in has beens. True there are still customers who are looking for bargains and who will accept border line styles at reduced prices, but the reduction must be dramatic enough to attract attention. Odds and ends can be disposed of more effectively in a big sale with a blare of trumpets and drastic reductions in prices as a bait than in a regular bargain section, mixed in with lower grade shoes.

If the basement is to be a success today, it must offer styles that are up to the minute and values that are real rather than last season's merchandise mixed in with lower quality lines. It must compete directly with the popular price chain store and offer the customer as much for the money. Also it must tell its story in language that is interesting and intelligible.

Neil A. Gallagher, a successful writer of basement advertising, says:

"There are three major classes of a store's patrons, for whom a basement is a necessity: First, the purchaser whose budget demands that he or she buy only merchandise of basement price standards; second, the 'upstairs shoppers' who reads all of the house's advertising and is often prompted to descend to take advantage of some particular bargain in basement; third, the 'floater' or inveterate bargain hunter, whose loyalty is to no store, but whose eyes are fixed on all."

Basement advertising must first fulfill a bread and butter job.

another sports season brings . . .

to your door more people than ever before who wish to dress the part—with economy, of course.

And economy in sport shoes means good looks which cannot be marred by service.

You have probably noticed that sales of Black and White and Brown and White combinations are easier when definite assurance of resistance to hard field service and retention of good looks is given. White Elko or Deerskin, being easily and quickly cleaned, will find instant approval with your economy customers.

NORTHWESTERN
LEATHER
COMPANY
TRUST
BOSTON

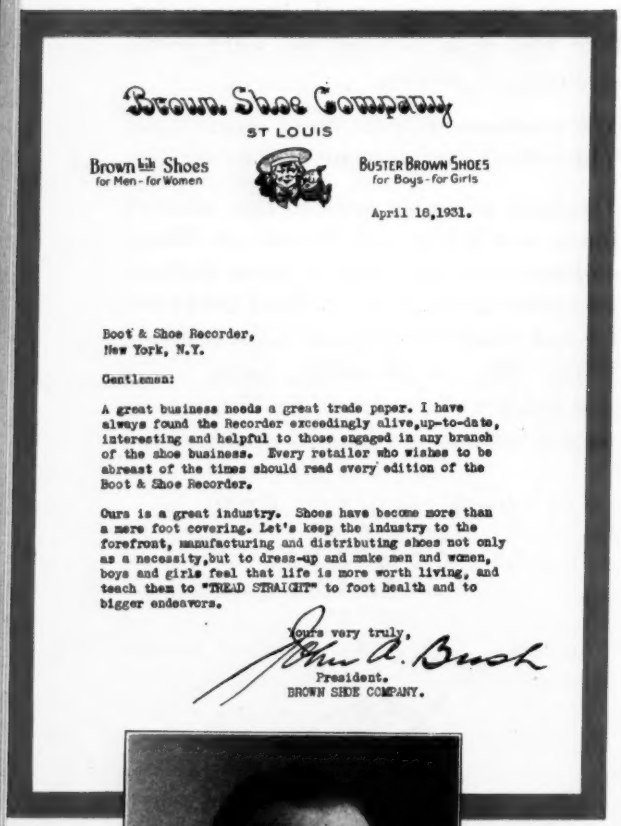
OTHER NORTHWESTERN LEATHERS

Kitchener Smooth Sides	Russide Rugby	W. L. I. Newtan	Sootan Elk Sides

ELKO & DEERSKIN

Recorder Readers

If You



Brown Shoe Company
ST LOUIS

Brown Shoes for Men - for Women

Buster Brown Shoes for Boys - for Girls

April 18,1931.

Boot & Shoe Recorder,
New York, N.Y.

Gentlemen:

A great business needs a great trade paper. I have always found the Recorder exceedingly alive,up-to-date, interesting and helpful to those engaged in any branch of the shoe business. Every retailer who wishes to be abreast of the times should read every edition of the Boot & Shoe Recorder.

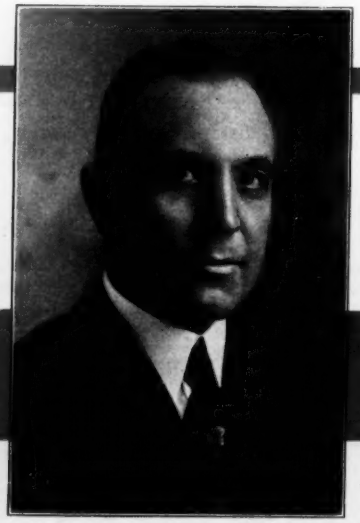
Ours is a great industry. Shoes have become more than a mere foot covering. Let's keep the industry to the forefront, manufacturing and distributing shoes not only as a necessity,but to dress-up and make men and women, boys and girls feel that life is more worth living, and teach them to "TREAD STRAIGHT" to foot health and to bigger endeavors.

Yours very truly,
John A. Bush
President.
BROWN SHOE COMPANY.

That's the statement of a manufacturer who has used the Recorder consistently and intelligently. The Brown Shoe Company knows the Recorder audience—knows that it includes most of the retailers they want to reach — and commands its respectful attention.

Their dealer advertising is geared to the times, powered with ideas, charged with salable merchandise, and directed at the most progressive retailers in the country. Brown Shoe Company's Recorder advertising is helping to clear space for its products on the shelves of good retailers everywhere, in many cases sweeping those shelves clear of all competitive lines.

Any manufacturer who "has something to say" and is willing to use the full resources of the Recorder, can duplicate this job.



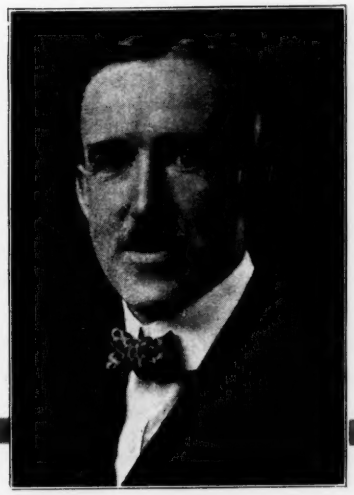
Mr. John A. Bush, President of Brown Shoe Company, is a noted trade builder who does a big job in a big way. Masterful is his use of the tools of trade, with especial emphasis on the Recorder.

The RECORDER *takes the Man*

28½ *Pages in First Four Months of* 1931

are Eager to listen have something to say!

Mr. S. J. Brouwer, Milwaukee shoe merchant and merchandiser of national repute, expresses his keen interest in shoe manufacturers' Recorder advertising.



S. J. BROUWER SHOE CO.
330 WEST WISCONSIN AVE. (OLD NO. 322)
MILWAUKEE

May 29, 1931.

Mr. Arthur D. Anderson
Boot & Shoe Recorder
239 W. 39th Street
New York, New York

Dear Andy:

I want you to know that although we have been readers of the Recorder ever since we were in the shoe business, we have never had more worth while information come to us than this past year in your paper.

News from other merchants, analyses in your editorials and style information, plus methods of doing business, have been real undergirdings in stabilizing our thinking as a staff of shoe people.

Manufacturers may have worth while things but unless the pages of the Recorder tell us about them, we really lose out through ignorance.

I feel that we shoe retailers owe you a vote of thanks for marshalling the educational matter contained in the advertisements of shoe factories who advertise in your pages.

Appreciatively yours,

S. J. Brouwer

SJB-M

straight to the Merchant

These 5½ Pages in ONE *Issue*

An 8 Time Stock Turn

[CONTINUED FROM PAGE 17]

When going to market I have but to take the book under my arm, and I know just what to buy to keep our rate of turnover going strong. It takes the guesswork out of buying, making it more of a definite practice.

As shoes are sold our salesmen mark them off on these records so that no extra office routine or extra sales stubs are kept hanging around waiting to be crossed off stock.

One way that this system helps me a great deal is in buying a new-style shoe. I think over our styles handled the season previously to find the one that nearest corresponds to the one in question. Looking at the sales of that time, I can judge quite accurately whether the new styles will be a big seller, a fair seller or one that we wouldn't be able to sell well. It gives me a definite basis for my buying, which otherwise would be based upon guesswork.

If one style is closed out and a very similar one put in, or often if the name of the style is changed, this is recorded at the top of the record sheet without copying or making another sheet. This serves to give us a "past history' of all numbers by which future sales are judged.

We also keep a fitting record for each customer. This consists of a card about three by five inches on which is recorded the name, address of each purchaser, giving date of purchase, stock number of the shoe, size, width, last, material and price. At the bottom also is recorded the salesman's name and on the reverse side are noted any foot ailments.

These cards are filled in at the time of purchase and are filed in a small, pastboard filing box. Once a card has been made out the salesman, at the time of the next purchase, has only to run through the file by letters and write in details of the purchase.

Occasionally, and usually during dull-selling seasons, we go through these files, looking at the dates and making a list of those customers who have not purchased shoes from us for some little time. To them we send a letter or circular, reminding them that we have not had the pleasure of serving them and inviting them to visit us. Occasionally we mention some style that we believe that particular customer would like. These records are also valuable for filling mail and telephone orders.

When a customer is especially well known to the salesman, he telephones the woman, renewing acquaintances and inviting her to visit the department again. In such a message he would mention some new style shoe, some seasonable item or some shoe that he believes that woman might like. These follow-ups bring very good results, bringing back many of our former customers. Occasionally a woman sort of gets away from the department and some such follow-up brings her back or perhaps it completes a sale she has been contemplating for several weeks.

About 80 per cent of our business is along corrective lines. With the present trend toward a happy combination of style and corrective features, it is the coming demand for such shoes. It is commonly believed that women do not want corrective footwear. They do, but they also want style.

After each purchase we follow up within two or three days with a printed postal mailed to the customer, stressing what we might call the happy features of the line of shoes we carry, and saying, "Thank you for the purchase." We find people the idea. It makes them feel we are soliciting their patronage and that we were glad to serve them.

Our children's department, in the form of a Buster Brown circus with animals for the sides of the settee chairs, attracts not only kiddies but grown-ups. We have many mothers who leave their children here while they go shopping throughout the store. The kiddies sit quite still, playing with the "animals," looking at the circus effect in back of the chairs and generally enjoying their new environment until their mothers return.

Each child who visits the department on any day is given some sort of a little novelty—a balloon, whistle or some inexpensive toy. These cost us possibly a quarter of a cent apiece and some are given us with our orders and they make a wonderful impression upon the youngsters. It makes them ask to come to our department when they're in the city or when they need shoes.

We have a very good children's trade and we actually believe a good part of it is due to catering to the fancies of these little folks. And, too, when you take care of a child while its mother is shopping, that is appreciated, and the next time Johnnie or Mary needs shoes they are bought here.

In the advertising line we use considerable newspaper space with some direct-mail copy. We do not advertise many sales, although we offer specials from time to time. Too many sales and super-specials serve only to create a sale idea in the minds of customers and they look always for reduced prices.

Merchandise shown in the windows sells very well, as does items shown on an inside shelf here. We actually sell hundreds of dollars worth of shoes and footwear without any advertising at all —just by showing them on this shelf. These displays are changed constantly, and most often show seasonable items. Along in January we show white shoes and you'd be surprised how many we sell. When school is first out, we show sneaks. Beginning with the first of September we show rubbers and rain boots, and we actually run up a wonderful little business on those items. It gets seasonable trade weeks in advance of the usual time, and it cuts our advertising bill a great deal.

Above this shelf we maintain a year-round slipper display. It is a false notion that slippers are a fall and Christmas seller; they are year-round money-makers. In June we get a good brides' slipper trade and throughout the summer we do much in slippers to match the summer wardrobes.

Roughly outlined, these policies and methods are the ones that give us our sales and profit records, which for the size city and for the size of the department are unusually good. Needless to say, we try to please every customer, to sell shoes, not purely by salesmanship, but by professionalism.

The Great Game of Give-Away

[CONTINUED FROM PAGE 15]

selves at once into three classes from next Fall's standpoint—good, medium and bad.

Good: Black kid, brown kid, patent, satin, some reptiles, some sports.

Medium: Blue, some reptiles, some sports.

Bad: Beige, white, high colors, linen, some reptiles, some sports.

Many shoe men claim the popularity of black kid is restricting the style element in shoes. Possibly so. But the black kid situation is certainly a bright spot so far as this July is concerned.

This big section of stock will not be compelled to take the customary slash in price. Consequently greater efforts can be put behind the really "bad" items — from fall's standpoint — the strictly summer shoes.

The great test of a shoe merchant's judgment and ability is this question of whether to throw certain shoes out for immediate slaughter or hold them for more money. Such decisions hinge upon his merchandising instinct and his sense of style values.

Let no one misconstrue this as a plea to "hang on" to shoes that should be cleared out. It is, rather, an appeal to your better judgment to "hang on" to every dollar's worth of possibilities in your present stocks.

If you have a $10 line to be cleaned out it is folly to sell them at $5.85 if they will bring $6.85. But . . . before you price them $6.85 look at them carefully to see if they will bring $7.85.

Every extra dollar you get for your present stock increases the net profit on Dec. 31 by exactly 100 cents. Expenses get no share of that extra dollar; it is clear velvet.

If they don't bring the first price you can always come down. But once you sell them for less than you might have gotten, nothing can bring back the extra dollar you gave away.

Clean out your stock! Yes, but don't clean out yourself in doing it!

pages 41-42 missing

Consider the One Time Customer

Her Purchases, in the Aggregate, Exceed Those of the Pair-a-Month Buyers to Whom Many Shoe Men Cater, Minneapolis Manager Finds

Customer control in present day selling is fully as important as stock control, reasons W. C. Pharaoh of Atkinson's, Minneapolis. Consequently, he makes the job of selling the customer on Atkinson shoe service an important phase of his work.

There is a real job, as Pharaoh sees it, in influencing the occasional customer to become a regular one. And this is just where customer control enters the picture.

"Most salesmen have a certain pet trade who regularly buy at least one pair of shoes a month from them," he states. "These men see this customer in the light of an annual shoe bill of from $50.00 to $250.00. This volume looks so good that they are apt to forget a couple of vital factors. Every store in town selling the better trade is after this one customer. Her trade is so much sought after that she is practically no one's customer.

"While it is very nice to be able to make a fat sale to one wealthy patron, there are certain drawbacks which are not always considered at the moment. An average of one pair out of every four always comes back for credit. This occurrence may happen in six hours or six months, but come back they do.

"The payment question is of small concern to the person selling, but it has a decided bearing on the subject. Credit customers among the wealthy vary from the very prompt through the stages of those who pay every three months as a matter of routine, those who pay every six months if tactfully urged and those who pay just in time to avoid a suit.

Consider, too, that the many one-time customers to whom the salesmen give perfunctory service are, in the aggregate, more important to the department than the one occasional big buyer. Men on the floor, if left to their own judgment of the fitness of things, concentrate on the big buyers but lose track of the important one-timer.

"Our policy now is the making of a special effort in being awfully nice to the one and two pair customer. To this end definite instructions have gone forth that no sale is be considered complete with us without an accurate record. Cards having this information are the basis of an intensive direct personal mail campaign. Not a letter to thousands, but one letter or call to one particular woman.

"These personalized communications have the effect of proving to our trade that the shoe department knows exactly her footwear tastes as well as her buying habits. There is tremendous force to this type of direct advertising which has produced definite, ascertainable and satisfactory results.

"Courtesy Day promotion work is greatly simplified by making up lists which are formed from a careful study of the control cards. Lists assembled from such a source are bound to be very effective, due to their intimate disclosure of definite trends for definite people.

Then, too, by knowing the "Strays"—that is, either those who have strayed away from the department or who may have strayed in—special efforts may be made in addressing personal letters to these desirables before relations have been allowed to lapse for any great length of time.

"All customer dealings with the shoe department, returns, exchanges and adjustments appear on the card as well as the regular straight sales, so that we have a complete history."

¶ COURTESY and painstaking attention to every customer and even to the casual "looker" is good policy for the retail shoe store today. Big sales and prize customers are welcome in every store, but it is the steady buying of the multitude that pays overhead, operating expenses and sales commissions.

¶ Don't despise the customer who buys only an occasional pair and give the same service to the stranger that you would to a regular patron.

¶ Customers today are at a premium and the sales person or the store that strives to serve them well cannot fail to win success.

80 Per Cent of This Man's

And Out of His Experience W. L. Ware of Atlanta Has Evolved the Principle That Fit Is First in Selling Shoes to Men

By J. H. REED

"Don't be satisfied with just selling this pair of shoes today," says W. L. Ware, manager of the shoe department for Daniell Brothers in Atlanta, Ga.

"If you cannot sell so that your customers will come back to you, year in and year out, it is better not to sell at all, for it is the repeat business that builds the profits for your department."

At any rate, this policy, consistently followed, has built an 80 per cent repeat business for Mr. Ware. What are some of the methods he has followed?

"In the first place," says Mr. Ware, "I employ only experienced shoe salesmen who know how to fit.

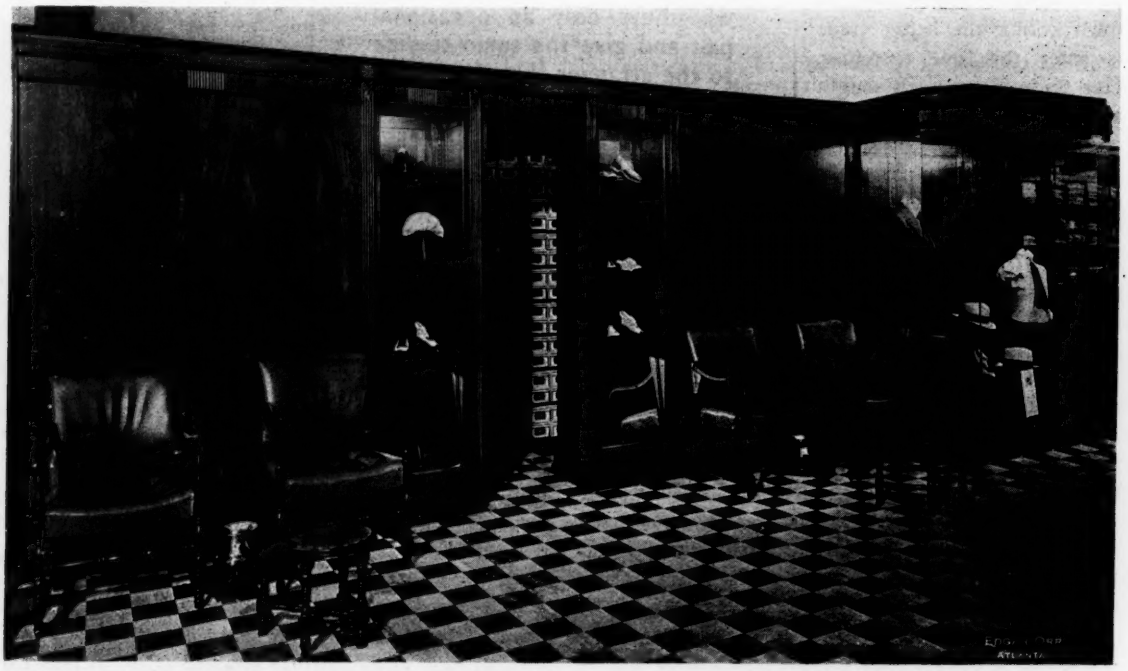
"You wouldn't go to a dentist who was just learning his profession, would you? Certainly you would not knowingly go to a student oculist for treatment! Then why go to a student shoe man—or worse still, some boy who does not care whether he fits you or not—when you purchase a pair of shoes?

"Remember—*the three most important parts of your body are your eyes, your mouth and your feet.* Damage any of the three and you are almost hopelessly handicapped.

"I insist upon trained salesmen because it isn't fair to the public to allow inexperienced and ignorant men to fit them with shoes. Shoe salesmen ought to be trained in school just as dentists and oculists are. And I hope that some day they will be."

The importance of fitting is strongly emphasized by Mr. Ware in his department and never for an instant forgotten. "The main reason," says he, "why our business is from 80 to 85 per cent a repeat business is simply because *we fit every customer in the first place.*"

Indeed, Mr. Ware goes to remarkable lengths in his efforts to fit every customer who comes in. Some years ago he brought out his own last—"The Warefit"—for particular customers whom he could not please with ordinary lasts in stock. This last was made as a result of twenty years of practical expe-



Here's a shoe deparment that isn't shoved back in a corner but occupies a location right out in the middle of the store. And note how Daniell Brothers display clothing, hats and accessories in the shoe section.

Customers Repeat

"You wouldn't go to a dentist who was just learning his profession, would you?" asks W. L. Ware, manager of the shoe department of Daniell Brothers in Atlanta.

"Certainly you wouldn't knowingly go to a student oculist for treatment. Then why expect your customer to go to a student shoe man—or worse still to some boy who doesn't care whether he fits properly or not?"

"It isn't fair to the public to allow inexperienced and ignorant men to fit shoes.

"The main reason why our business is from 80 to 85 per cent a repeat business is simply because we strive to fit every customer right in the first place."

These are a few highlights from Mr. Reed's interesting interview with W. L. Ware, manager of the Daniell Brothers shoe department in Atlanta. It's well worth reading.

W. L. WARE

rience. Mr. Ware gives his customers the benefit of regular prices on this last without demanding a royalty premium, with the result that a big part of his business comes from this particular model.

But that is just the beginning of the story of fitting.

"We sell shoes—and shoes alone—in our department. Another thing—we never refuse to take a pair of shoes back if the customer is not satisfied and work with him until he *is* satisfied.

"There is no limit on the time when we will take a pair of shoes back. True, we do not always give a customer full value for the shoes that occasionally come back. They may have been out six months or a year. But we offer him what we believe is a fair value, either in cash or on another pair of shoes. And we have very little difficulty.

"If you *fit in the first place* you need never be afraid of a liberal policy of this kind."

In selling shoes, Mr. Ware always advises his customers as to what is in good taste. At the same time he is never afraid to tell a prospect when a selection is in bad taste, for, sooner or later, that customer will come to realize it.

"And then," says Mr. Ware, "he will blame it on the store and you will have lost him just as surely as if you had antagonized him in the first place!

"It is far better to guide the customer in his selection and to be frank with him if his own selection is not desirable. You can explain to him why it is not in the best of taste. And in time he comes to have a respect for your knowledge.

"Along this line, I might add that few people have as many shoes as they ought to have. And most shoe men neglect to tell them—or sell them!

"Everyone ought to have at least three pairs of business shoes—those that he wears to work every day. And, as a matter of fact, he ought to have—

"Three pairs of tan shoes.

"Three pairs of black shoes.

"One pair of dress shoes.

"One pair of black and white shoes.

"One pair of tan and white shoes.

"How many of your customers have a minimum of nine pairs of shoes? It isn't because they can't afford them. Not very often, at any rate. Isn't it, rather, because *you have not really tried to sell them?* Think it over.

"We always try to sell two or three pairs to each customer.

"As I have said, a large percentage of our business is repeat business. It is a repeat business, first, because we fit and satisfy the customer. But it is a repeat business, too, because *we make it so.*

"We have a card index, with a card for every customer on our list. On this card is listed every purchase made from the department, so we can tell the size, color preference and price desired by each customer. Furthermore, we know when a customer is

[TURN TO PAGE 72, PLEASE]

IN YOUR WINDOW

The 4B Sample sells itself

Can you sell the SAME SHOE In All Sizes

EVERY woman outside the preferred 4B class is entitled to the same smart-looking and well fitting shoe, regardless of the size of her foot. The only perfect fitting size in the old method of hand broken lasts is the 4B - - other sizes are bound to be something quite different from the original for the hand and eye cannot be depended upon for absolute mechanical accuracy. The Coordinated Last and Pattern system allows you to offer your customers all sizes from 2 to 8 that faithfully retain the true proportions given the 4B model by the shoe designer. Every size, therefore, actually becomes a sample size.

If your pattern maker cannot supply you with Coordinated Patterns, send your 4B models to us and we will have them made for you.

THE LAST WORD

COÖRDINATED LASTS *and* PATTERNS

UNITED LAST COMPANY • BOSTON • MASS.

BUY IN JULY

★

★

COMBINE YOUR BUYING VISIT WITH YOUR SUMMER OUTING IN THE NATION'S GREAT VACATION PLAYGROUND—NEW ENGLAND!

★

AT THE ★ ★

TWELFTH ANNUAL BOSTON SHOE AND LEATHER FAIR

★

in HOTEL STATLER

7th, 8th, 9th,

EVERY Retail and Wholesale Shoe Merchant Is Cordially Invited to be in the World's Chief Shoe and Leather Market at that time, to Inspect the Best Products of the 500 New England Plants that make One-Third of the Country's Footwear.

This is a Strictly Business-Building Enterprise under official Association auspices, and Carried On in a Business Way, with an Attractive Hospitality Program that Pleasantly Supplements the Trade Aspect of the Fair.

★

READ THIS REASON FOR COMING BY ONE WHO KNOWS:

"Get your own traveling shoes ready "Plan for the Fair—for New England is staging on July 7th, 8th and 9th **the first major impulse towards a better fall business.** In this area of country, the size of a postage stamp in relation to an envelope, one-third of the country's footwear is made in more than 500 factories. **A wholesome market-fair is promised retail merchants,** one and all, so step out of your four walls and start traveling—for every shoe center, everywhere, has something to offer in early July to bring pleasure to the public and profit to the store in the Fall selling-season!"—ARTHUR D. ANDERSON, Editor, **Boot and Shoe Recorder.**

For Hotel Reservations and Information, write to

SECRETARY BOSTON SHOE AND LEATHER FAIR
166 Essex Street, Boston, Mass.

Hear Dr. Scholl Address the Nation Over the Air » » »

During FOOT COMFORT WEEK

SINCE Dr. Scholl's "Foot Comfort Ramblers" program started on the air, thousands of letters have been received by Dr. Scholl asking when he *himself* would be heard.

In response to these innumerable requests, arrangements have been made with The National Broadcasting Company for Dr. Scholl, the foremost authority on Foot Comfort in the world, to address the nation of listeners during FOOT COMFORT WEEK over the BLUE network (Station WJZ) on Tuesday, June 16, at 7:45 p. m., Eastern Daylight Saving Time; and over the RED network (Station WEAF) Thursday, June 18, at 2:45 p. m., Eastern Daylight Saving Time.

In this manner the two principal channels of radio communication from coast to coast will carry Dr. Scholl's address on CARE OF THE FEET.

Listeners everywhere are eager to hear what this eminent authority on the Feet will say.

Dr. Scholl's Talk » » » **will interest and convince millions of the truths he will expound, and send them to stores that make themselves known as HEADQUARTERS for Dr. Scholl's Foot Comfort Service. The more prominently you spot your store as such by displaying Dr. Scholl's Appliances and Remedies and keeping a picture of Dr. Scholl's "Foot Comfort Ramblers" in your window the GREATER your results are bound to be.**

▶ HOW'S BUSINESS? ◀

Mail Orders Good

MILWAUKEE, WIS.—Local shoe manufacturers report a holding up of business during the last week of May with the outlook "fair" for its continuance. F. Strehlow of the Ideal Shoe Manufacturing Co. states:

"Mail orders have been good. Collections also are satisfactory. The Middle West is leading in sales. Sport oxfords are in demand. Our fall line will not be out for a week or so, as we are still working on it. Salesmen report dealers' stocks low, as they have been for a long time. Seasonable weather should increase sales. The outlook is fair and that's better than if we said "poor."

C. W. Bossert, general manager of the Martha Washington Shoe Company, formerly the Chapline-Mayer Company, stated that his firm expects to do a good business during the summer and fall.

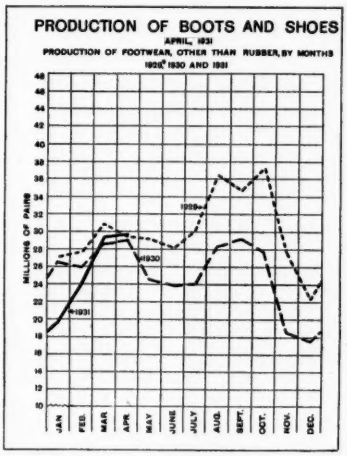
The Fred A. Mayer Shoe Co., organized in August, 1930, reports that a favorable and definite reception has been accorded its products.

M. J. Cavanaugh, of the Walter Booth Shoe Co., reported: "Mail orders are big! Collections also are good. Sport combinations are what people want at this season. Business has not changed in the past month. Things are about the same. We hope for a continuance but as for setting any new sales records that's another question. The outlook is fair."

More Shoes

WASHINGTON — More shoes were made in the factories of this country during April of this year than during any single month of the year 1930. The increase in production over that of March, 1931, was 1.3 per cent. The production statistics, compiled by Arthur B. Butman, Chief of the Shoe and Leather Division of the Bureau of Foreign and Domestic Commerce, show a total April production of 29,746,542 pairs of men's, women's and children's shoes. Of this total, 6,603,626 pairs were men's shoes—an increase over March of this year of 5.3 per cent. A slight decrease is noted in the production of women's shoes—the total being 11,801,695.

Despite the upturn in shoe manufacturing in March and April, production for the first four months this year is still 6.4 per cent below that of the corresponding period of last year. Divided into classifications, the following decreases are showing: Men's, 16.1 per cent; boys' and youths', 5 per cent; women's, 1.2 per cent; misses' and children's, 2.2 per cent gain.



Unit Sales Gain

NEW YORK—Due partly to the fact that the Melville Shoe Company operated fewer stores in May, this year, than last yar, and also to lower prices, sales volume for the month of May, 1931, was reported at $2,797,748 against $2,915,133 for May, 1930. Sales for the five months ended May 31, 1931, are reported at $11,026,030 against $11,251,111 for the corresponding period of 1930.

Unit volume of sales shows a gain, however, the company stores having sold 7.7 per cent more pairs of shoes in May this year, than last year, while the gain for the five months period amounted to 5.4 per cent.

Tax Rehearing

INDIANAPOLIS, IND. (UTPS)—The United States Supreme Court June 1, agreed to entertain a petition for a rehearing on its decision upholding the Indiana tax on chain stores.

As a result, no further action can be taken in the case until October when the court returns from its summer recess. It will decide then whether a rehearing is to be granted.

A stay in the issuance of the court's mandate sustaining the tax was asked and received by counsel for the estate of Lafayette A. Jackson of Indianapolis, who brought the suit originally. Jackson died since the court rendered its decision. The decision was by a five-to-four division of the court.

Whites Sell

INDIANAPOLIS, IND.—White shoes are outselling all others, according to reports from the leading shoe stores here. Sandals and spectator sports types almost invariably of linens in natural color or tinted to match the frock are running a close second. Business during the past month has shown a slight increase, and although the number of pairs is equal to a year ago the amount in dollars and cents is slightly below.

Mr. Summers of the Marott Shoe Shop reports whites far ahead of last year with an excellent demand for golf oxfords in black and white and tan and white combinations.

E. W. Sauvain, manager of the Arch Preserver Bootery, is having a run on black sport ties with a touch of reptile trimming. Brown and white effects in sport oxfords are being featured in strap styles and meeting with excellent success.

Styles Mixed; Prices Many

LYNN, MASS.—Manufacturers here are taking stock and are otherwise preparing for the half turn of the year. Traces, and in some instances, ample evidences, of profit are found in semi-annual statements. That's encouraging. Profit grows by that which it's fed on.

Dull periods of between season are here again. Yet it was not so long ago that they were classed among the things that had gone, never to be seen again. Manufacturers, however, are looking forward to the July markets with increasing optimism, and a number of shops are starting up on orders already booked for the next run.

Styles are mixed, which, looked at in one way, is a pretty good recipe, for it brings into use a great variety of materials and that helps to keep the markets in balance, as well as spreads out activities generally. It would be something terrible if all manufacturers concentrated on one kind of material and one style and grade of shoes.

The price range is the longest ever in the records of Lynn shoemaking. Some of the recent deflations have been startling. Soles have been had for a dime or less. A while ago, they were worth a quarter. Upper stock has been bought at 15 cents a foot, against 30 cents a foot in high pressure days. Shoes at $1.25 a pair, factory price, are here again. Yet, on the other hand, there are plenty of expensive shoes, uppered with leather at 60 and 70 cents a foot and bottomed with fine soles at 20 cents a pair and up, the materials being put together with a craftsmanship that's costly, which is as it should be, for the laborer is worthy of his hire.

Reduce Cattle Kill

NEW YORK—Lessened demand for Argentine beef and a resultant decline in the production of hides in that country is forecast for the year 1931 in a report to the New York Hide Exchange by the Trade Survey Bureau of the Tanners' Council.

A restricted foreign as well as domestic demand for Argentine beef coupled with some signs of herd liquidation, is expected to reduce the slaughter of cattle in 1931, according to the report. The Argentine production of hides, based on the estimated number of cattle slaughtered was 4,979,000 in 1930 while the estimate for 1931 is approximately 4,800,000. Imports of hides from the Argentine during the first three months of this year comprised 67½ per cent of the total imports into the United States whereas for the entire year of 1930 these imports amounted to 45 3/10 per cent of the total, the report points out.

The radical increase in the ratio of imports of Argentine hides since the enactment of the tariff in 1930 is attributed to the superiority of Argentine Frigorifico hides and their relatively greater necessity to the American tanner compared with other foreign hides.

THEY MAKE POLICIES

Forms Retail Board

NEW YORK.—With the formation of its new Retail Advisory Board, the Cantilever Sales Corporation has taken a constructive shoe merchandising step that will be watched with the utmost interest in shoe circles.

Many of the most prominent shoe retailers of the country will serve on this board, appointed to provide Cantilever with the best possib'e retailing advice available from shoe merchants and to give the latter an opportunity for actual participation in company matters that vitally affect the local businesses of its members.

The first meeting of this board was held at a two-day session at the Commodore Hotel, New York City. The members at this gathering represented an excellent geographical cross-section of various dealer types in America.

The membership includes: H. Segur, sales manager Cantilever; Stuart Rackham, Cantilever Shoe Shop, Detroit, Mich.; J. W. O'Mahoney, vice-president Smith, Sturgis & Moore, Inc., New York; V. P. Altsman, vice-president Selby Shoe Co., Portsmouth, Ohio; Edward Baker, M. C. Van Arsdale, Inc., Plainfield, N. J.; N. B. Griffin, assistant general manager Selby Shoe Co., Portsmouth, Ohio; Frank E. O'Donoghue, J. C. McInnes Co., Worcester, Mass.; George Lambert, Cantilever Shoe Store, Chicago, Ill.; John Showalter, district manager Cantilever Shoe Stores, Kansas City, Mo.; F. J. Brouwer, Cantilever Shoe Store, Milwaukee, Wis.; L. Spelke, L. Spelke & Son, Stamford, Conn.; Fred Smith, Palmer Shoe So., Portland, Me.; H. N. Morse, president Cantilever Shoe Stores Co., New York; Charles B. Field, vice-president Cantilever Sales Corp., Harrisburg, Pa.; Harry N. Wheeler, Cantilever Shoe Shop, Birmingham, Ala.; Fred Jenner, Cantilever Sales Co., Ltd., Montreal, Canada; L. E. Moody, advertising manager Cantilever Sales Corp., Harrisburg, Pa.; C. A. Anderson, manager children's shoes, Cantilever Sales Corp., Harrisburg, Pa.

The views and wishes of this group of men will have a very important influence upon Cantilever policies. They well meet at frequent intervals to offer the corporation the benefit of their judgment as to trade conditions, and to consider company problems. They will consider and recommend shoes for stock, patterns, lasts, leathers, styles and prices; sales and advertising policies. One of the big steps taken at the initial meeting was to determine upon the production of a new line of Cantilever shoes at a new low price.

An address was made to the meeting by Charles B. Field, vice-president of the Cantilever Sales Corporation, who later introduced N. B. Griffin, assistant general manager of the Selby Shoe Company, and Col. J. W. O'Mahoney, vice-president of Smith, Sturgis & Moore, Inc., who handle the advertising for Cantilever.

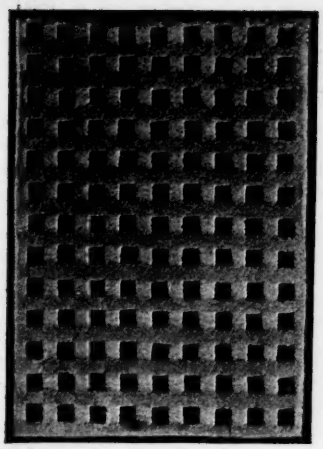
To Plan Campaign

ROCHESTER, N. Y.—Seventeen Rochester members of the membership committee of the New York State Retail Shoe Dealers' Association will meet again June 4 at the Rochester Club to map a campaign to increase the membership in the State.

Guy L. Bogard, head of the McCurdy and Company shoe department and chairman of the State committee, will preside. William Pidgeon, Jr., president of the Rochester association, will be one of the principal speakers.

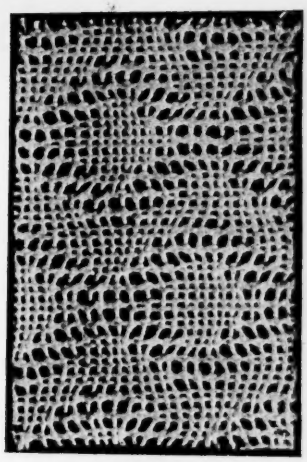
Suggests Outdoor Shoes

NEW YORK—To give the prospective customer the "feel" of turf beneath his feet, while looking at a display of sports shoes, the Regal store on Broadway, between Thirty-eighth and Thirty-ninth streets, New York, has placed a strip of grass carpet in front of each of its two large display windows. The strip runs the entire length of each window and is about two feet wide.



The SUN-TEX Shoe Vamp-Lined with Our Famous Netting Construction

"Lets the Foot Breathe"



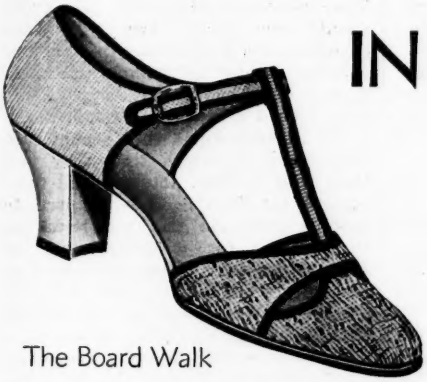
Actual Photograph of Netted Lining

Our method of netted lining (see above) makes the SUNTEX shoe safe and practical yet cool and visibly open.

Actual Photograph of Material

SUNTEX cloth is lasted over the famous netted lining, insuring perfect shape and wear equal to any textile materials.

IN STOCK



The Board Walk

No. S-1—All White, SUNTEX, White Binding, BOARD WALK Sandal; Last, 41; Heel, 14/8 Cel; Width C; Run, 3/7; **Price $2.00.**

No. S-2—White SUNTEX, Black Binding, BOARD WALK Sandal; Last, 41; Heel, 14/8 Cel; Width C; Run, 3/7; **Price $2.00.**

No. S-3—Natural SUNTEX, Brown Binding, BOARD WALK Sandal; Last, 41; Heel, 1 1/8 Cel; Width, C; Run, 3/7; **Price $2.00.**

The Sea Beach

No. S-6—Natural SUNTEX, Brown Binding; SEA BEACH Sandal; Last, 42; Crepe Sole; Width C; Run, 3/7; **Price $1.40.**

No. S-9—All White SUNTEX, White Binding; SEA BEACH Sandal; Last, 42; Crepe Sole; Width C; Run, 3/7; **Price $1.40.**

No. S-10—White SUNTEX, Yellow Ball with White Binding; SEA BEACH Sandal; Last, 42; Crepe Sole; Width, C; Run, 3/7; **Price $1.40.**

SANDALS SUPREME!

First in Style—Highest in Quality
Made for the Finest Trade

DANIELS & TAYLOR, DIVISION
WOODBURY SHOE MFG. COMPANY

L E A T H E R W E A V E R S O F D E R R Y, N. H.

WHERE TO BUY
Men's Shoes

NETTLETON
Shoes of Worth
A. E. NETTLETON CO.
H. W. COOK, *President*
Syracuse, N. Y., U. S. A.
MEN'S FINE SHOES EXCLUSIVELY

Stacy Adams Co.
Manufacturers of
MEN'S FINE SHOES
Brockton, Mass.
TRADE MARK

Brennan Shoe
Richards & Brennan Co. Randolph, Mass.

The Calvin Clark SHOE
"HIGHEST GRADE ONLY"
EAST WEYMOUTH, MASS. U.S.A.

BEACON
In Stock Service
25 STYLES RETAIL 4
E.M. HOYT SHOE CO.
Manchester, N.H.
60 STYLES RETAIL AT 5 & 6
MIGHTY 4
SHOES

"A MAN'S DECISION"
THE Old Colony
GOODYEAR WELT
Men's Fine Shoes
Old Colony Shoe Co.
Brockton, Mass.
Boston—183 Essex Street
N. Y.—915-917 Marbridge Bldg.

IF STEADY PROFITABLE BUSINESS IS WANTED, SELL-
THE Bion F. Reynolds SHOE
Hand Lasted Hand Tailored
BION F. REYNOLDS CO. INC. BROCKTON MASS.

THE Packard SHOE FOR MEN
M. A. PACKARD CO., Makers
BROCKTON

ABOUT PEOPLE

Greets Old Friends

NEW YORK—Captain "Eddie" Perlberg, owner of the Rambler shoe stores in New York years ago and later an executive of the Blyn organization when his Rambler stores were merged with Blyn, has been holding a reception for his old New York friends during the past two weeks.

The Captain retired from the shoe business several years ago and has been making his home in Los Angeles since his retirement. His visit to New York was prompted by the illness of his son, who recently resigned from the Blyn organization to open two new shoe stores under the name of Courdaye at 122 West Thirty-fourth Street and 49 West Forty-second Street.

Young Mr. Perlberg was taken seriously ill a week before the scheduled opening of the stores. The Captain jumped into the breach and helped get the new establishments started. His son is much improved now, and the Captain is taking a trip to Europe for the summer.

During his business career in New York Captain Perlberg was an active association member.

Joins Daly Factories

NEW YORK—Harold K. Phifer, buyer for Wise Shoes, Inc., has become associated with the Daly Golden Rule shoe factories. Mr. Phifer will act as style counsellor to the Daly factories and as retail consultant to the factories' retail accounts.

The existing relationships between the Daly factories and Wise Shoes will be continued, thus assuring Wise Shoes of the benefits of Mr. Phifer's styling and fashion experience together with his knowledge of the Wise market gained during his five years' association with Wise as buyer of shoes.

The executives of Wise Shoes gave a luncheon to Mr. Phifer at the Hotel McAlpin on Friday, May 29. James Daly, president of the Daly factories, was present at the luncheon as a guest of the Wise executives.

Los Angeles Notes

LOS ANGELES—N. Bloom, owner of Bloom's, Long Beach and Santa Ana shoe stores, is now in active charge of the Long Beach shop on Pine Avenue, having closed his Huntington Park store some time ago. W. O'Brien, formerly manager of the Long Beach store is now in the shoe business in Inglewood, Cal.

H. D. MacAllister, formerly with the Innes Shoe Company, Los Angeles, is now with Armishaw, Ltd., managing their new store in Portland, Ore.

Opening under the name of the Shepard Shoe Store, and carrying a line of footwear for the entire family, S. Berkowitz has located at 107 N. Brand Avenue, Glendale.

Veteran Manufacturer Dies

READING, PA.—With the passing of Frederick W. Curtis, aged 73 years, the shoe industry has lost one of its oldest manufacturers.

Mr. Curtis was born at Rockland, Mass., March 5, 1858. He came to Reading in 1876, and with the late Frederick S. Jones established the firm of Curtis, Jones & Company, opening the firm's first retail store on Penn Street, on the site of the old Academy Building. Two years later, they sold the store and engaged in the wholesale business a short distance west of the first location. From there they moved to Fifth and Penn streets, the site now occupied by the Colonial-Northeastern Trust Company.

In 1886 they enlarged on their wholesale business and operated a shoe factory in Camden, N. J. At that time all children's shoes were made by hand, with only a few foot-power machines. They conducted the plant in Camden about three years, when the business assumed such proportions that they decided to remove to Reading and install modern machinery. In August, 1889, they opened a factory on Court Street, below Second, which they occupied for two years, at which time they built their first factory, at Fifth and Court streets, the first floor being used for jobbing purposes and the remaining three floors for manufacturing. Increasing business made successive enlargements necessary, and following the World War a merger was effected with the Stephens-Embry Company, of Allentown, in 1928, forming the present Curtis-Stephens-Embry Co., of which Mr. Curtis was chairman of the board of directors, and his son, Frederick I. Curtis, was president.

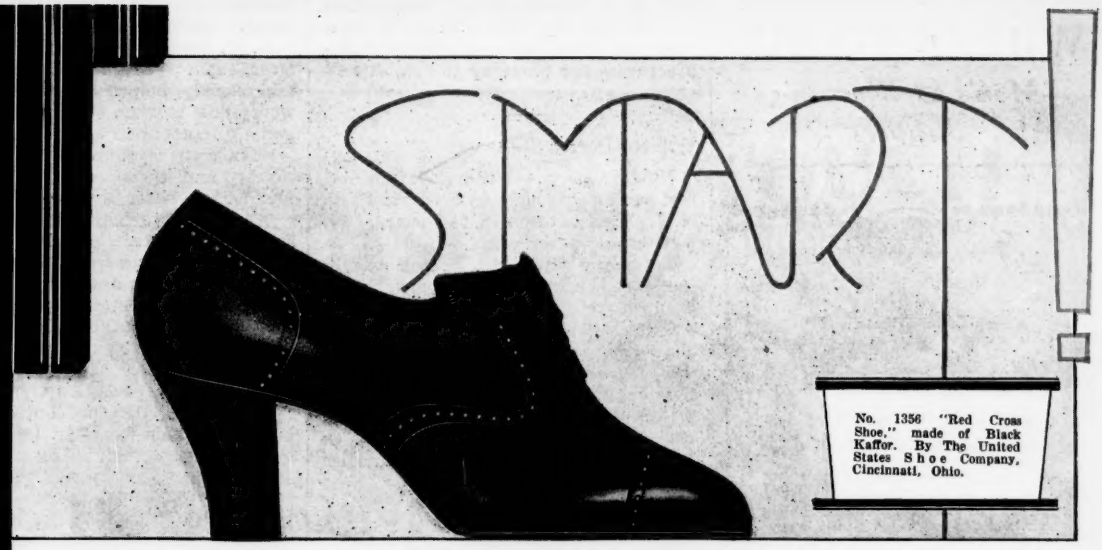
In addition to his duties as chairman of Curtis-Stephens-Embry Co., Mr. Curtis was also a director of the Reading Trust Company.

Mr. Curtis was a great lover of sports of all kinds, and spent much time hunting and fishing. Some years ago he, with Messrs. Harold C. Keith, H. Wendell Endicott and Bradley W. Palmer, purchased the William P. Clyde property on the Restigouche River, Quebec Province, Canada, which they maintained as a fishing lodge. He was also a member of the Swan Island Club, Knotts Island, N. C., which is maintained as a hunting club.

There will be no change in the present personnel of the concern, and the business will be continued on the same reputable basis as exemplified by the life of Mr. Curtis.

Shoe Show Chairman

ROCHESTER, N. Y.—Edward White, C. P. Ford Company superintendent, last week was appointed upstate New York chairman for the National Boot



BLACK KAFFOR

A Beautiful Style Leather

AUTUMN—back to black . . . . but daintiness remains!

No mistake about it, the creators of fashions will rely principally on black for base leather and Milady will insist on a surpassingly deep black with a mirror-like finish; but on the very softest, smoothest, friendliest sort of lightweight leather.

This call will be answered by BLACK KAFFOR—and all will be well.

In appearance, shape retention and wearability, KAFFOR is the preferable leather for fine fall footwear.

THE OHIO LEATHER CO.
GIRARD OHIO

WHERE TO BUY

Men's & Women's Slippers

and Shoe Manufacturers' Association for the opening week display in New York in November. Rochester manufacturers are planning to exhibit new styles.

William Dorsch Dies

NEWARK, N. J.—William Dorsch died last week at his home in Florham Park, N. J. He had been ill two years. He was seventy-seven years old.

For many years Mr. Dorsch was in the shoe business in Newark, being head of the firm of Dorsch & Son. Twenty years ago he retired from this and went with Slater & Morrill of Boston, continuing in their employ until four years ago.

Surviving him are a son, William E., and two daughters, Mrs. William G. Dixon of 231 Hillside Avenue and Miss Margaret R. Dorsch.

Jacobs New President

WASHINGTON, D. C.—The Washington Shoe Retailers' Association elected R. L. Jacobs as president at their regular meeting at The Harrington Hotel Thursday, May 18.

Joseph DeYoung was elected vice-president; O. L. Davidson was chosen secretary, and I. B. Nordlinger was re-elected treasurer.

The retiring president, Edwin Hahn, thanked all the members for their cordial support during the year.

Personnel Changes

KANSAS CITY, MO. — F. W. Slusher, formerly manager of Carlat's Booterie, is now connected with the shoe department at Harzfeld's here. Charles Hadden, who has been with Carlat's for some time, has been made manager to succeed Mr. Slusher.

WHAT'S SELLING?

Whites and Fabrics

CHICAGO—Business in Chicago during the past week in the retail shoe field continued well ahead of last year for the same period in the matter of unit sales. The only fly in the ointment was the decreased money value of the turnover due to lowered prices. This decrease, however, is not nearly as large as was expected earlier in the year.

One leading executive voiced the following thought:

"The only real pessimism is found around our large metropolitan centers, particularly those where factories occupy the limelight. The smaller the city or community, the better is the spirit. Small town retailers seem to feel that the farmer purchases this year will show a pronounced pick-up, particularly with prices at present attractive levels."

The long awaited arrival of warm weather gave the boom to sales of strictly summer shoes.

A. G. Isaacs, head buyer for Walk Over, says: "Bright, warm days have marvelously helped sales. Our chief worry now is when our competitors are going to start their summer sales."

Suva cloth is going strong with this concern and in connection with its sale, Mr. Isaacs voices this idea.

"In order to eliminate complaints and adjustments," he says, "we have instructed our salesmen to particularly emphasize and point out to the customer the small sticker placed on the shoe by the manufacturer and stating that they will not guarantee the material. In spite of this warning, however, sales are exceptionally good."

One reason for the continued good business of this firm, Mr. Isaacs points out, is because they make every effort to have the latest styles.

"We've had to change our methods," he explains. "No more can we buy our spring shoes in November and December. We wait until February or March and take advantage of the last minute changes. In connection with this point, in-stock departments are of inestimable value."

Mr. Roseman, O'Connor & Goldberg buyer in charge during the absence of P. M. Siegel, now in New York, reports that business is rapidly getting better.

"Whites are going very strong and so are sandals and sandal effects," he said, happily. "Suva cloth is good and the sales of it are mounting. We have had no complaints so far."

According to this executive, May sales practically equalled those of last year.

H. E. Green, manager of the Madison and Michigan Avenue Florsheim store for women, finds that things are getting better.

"May was our best month since we opened back in November of last year," he asserts, "and that in spite of the ten continuous days of rain last month."

Mr. Green believes that the return to normal will be a slow and steady affair because of the great length of the decline.

Only now are they beginning to sell strictly seasonable shoes, but the present volume is satisfactory.

In Kansas City

KANSAS CITY, MO. — Arthur Glucksman, manager of the local I. Miller Salon, recently returned from New York City, where he has been on a two weeks' buying trip.

The Laird, Schober & Co. closing out sale here is continuing successfully, according to R. M. Laudon, manager of the store. Mr. Laudon has not yet made any plans for the future.

The Andre Shop at Kline's has been busy lately dying handbags to match cloth slippers, says R. E. Blue, manager. Sunama cloth, linens and fabrics of all kinds are the popular mediums for shoes and bags, and they all dye readily.

THE FINISHING TOUCH

WHITE shoes are the finishing touch to a light and dainty summer costume. . . . In the same way Repco Heel and Edge Enamel is the finishing touch to white shoes and is just as essential to the shoes as the shoes are to the costume.

The daintiest white shoe of finest leather or fabric is shabby unless the heel and edges are spotlessly white. Well dressed women will not wear shabby shoes. For over ten years Repco Heel and Edge Enamel has been the accepted standard for giving shoes the finishing touch.

It is a smooth liquid enamel which is easily applied to heels and edges. It contains neither varnish nor shellac, nor is it gummy or streaky. It is made in all popular colors: white, ivory, champagne, light gray, etc., and is made in two forms, both Regular and Waterproof. The Regular is more popular and easier to handle.

For Sale by Shoe Findings Dealers

UNITED SHOE MACHINERY CORPORATION

BOSTON, MASSACHUSETTS

WHERE TO BUY
Shoe Forms

Fairy Forms
for Shoes and Hosiery
made of white, transparent or colored
FAIRYLITE
Shoe Form Co., Inc., Auburn, N. Y.

WHERE TO BUY
Fine Sport Shoes

SAN LINE SPORTIEST OF SPORT SHOES
"A Mile Away You Know Them"
Sun Deckers

SAN OKA
A fashionable origination unequalled for general sportswear, and highly favored by women who travel. Light rubber soles, wood heel rubber top.
CATALOGUE ON REQUEST

BUCKEKIA
PHILADELPHIA

WHERE TO BUY
Women's Shoes

HAND TURN PUMPS
PATENT OR CALF
19/8 HEEL
AA TO C, 2½ TO 8, $4.25
In Stock
ROTH SHOE CO.
Manufacturers
52 N. Fourth St.
Philadelphia

Dr. A. Reed
CUSHION SHOES
FOR WOMEN
THE JOHN EBBERTS SHOE CO., INC.
IN Buffalo, N. Y. STOCK

Ultra Smart Sandals
Best Color Combinations.
Unusual Profits.

Quality Predominates
Write Direct.
BIARRITZ SANDALS, INC.
120 West 30th St., New York City

R. J. Meyers, manager of Renard's here, reports that small bows in black and white leathers or in a combination of both, are the best selling shoe ornaments at the present time. By means of small bows in a contrasting color from the leather of the shoes, one may follow the vogue for the smart combination of black and white and yet remain conservative.

The new sport shoe which may be put on or taken off with a zip is showing great activity at Harzfeld's, says J. J. Jaffey, manager of the shoe department. These shoes do away with shoe laces. Strips of well-concealed knit elastic at both sides provide the necessary give. They may be had in two styles—one in beige pigskin with darker brown heel, tip and tongue keeping the talon slide closing a secret, and the other in white pigskin with black or tan calf trim. Both models have rubber soles and heels and sell for $12.50.

Varied Demands

CLEVELAND—A regular grab bag exhibit of both men's and women's shoes is being shown in the front windows of Cleveland stores at this time. While there has been a fair demand for sea sand and other prescribed styles for spring and early summer, the daily turnover has been decidedly mixed.

Whites and beige linens hold their place with black patents in just as much evidence. Sea sand, water snake, ring lizard, seal brown kid and all the varying mixtures and shades of brown, gray and blue. Suedes have even been accorded a late season space in some of the windows and merchants claim some sales in this line contrary to the usual custom.

There never was a greater choice in window displays on Euclid Avenue during May. And this goes for men's shoes as well as women's. In the former, tan is cutting bigger inroads on black than it did last year. Sport shoes are much in evidence with a bigger array of black and white, brown and white and grained colors than ever before. Everything from buckskin to pigskin and calf is on the move and the call is varied.

All Whites in Lead

KANSAS CITY, MO.—White shoes, unrelieved by any colored trimmings, have come into their own, managers of local shoe stores and shoe departments agree.

"Ninety-five per cent of the shoes we are selling now are all white," says R. E. Blue, manager of the Andre Shop at Klines. "Beige and blond slippers are entirely out now." Mr. Blue reports that Sunama cloth, Tyraline, linen and fabrics of all kinds are the favorite shoe materials of his clientele.

Slippers in solid white leathers and fabrics are "best sellers" at the local

EYELETS EVERYWHERE!

Filene's, Boston, put a new slant on the eyelet shoe in this striking advertisement.

I. Miller Salon, also, according to the manager, Arthur Glucksman, who says that spectator sports in combinations of black and white and brown and white are holding second place.

R. J. Meyers, manager of the Kansas City Renard's store, states that although spectator sports in color combinations are still good, he believes it will turn into an all-white season before June is over.

Harry Vollrath, Jr., manager of the shoe department at John Taylor's Dry Goods Co., reports unusual activity in all white shoes recently.

▶ TRADE DOINGS ◀

Zwierlein Moves

CLEVELAND, OHIO—The Zwierlein Shoe Company, formerly located in the Terminal Building, has moved to 105 Prospect Avenue N. W. in the new Midland Bank Building. The new quarters are entirely modern with hidden stock rooms and arched doorways. A club room atmosphere is maintained throughout. Location is in the new development area just off Public Square.

Kinney's 505th

PHILADELPHIA—On Saturday, June 6, the R. J. Kinney Co. opened their sixteenth store in Philadelphia, at 2534 Lehigh Avenue. This makes this store their 505th in the world.

R. L. Johnson, who has wide shoe experience, is the local manager.

For several weeks the store has been undergoing extensive alterations, and is an exact reproduction of Kinney's Paris store.

"Holds Stitches Firmly"

is one of the principal reasons given by

SPRINGVALE SHOE COMPANY
OF SPRINGVALE, MAINE

for their extensive use of the

NEW RAJAH SOLE*

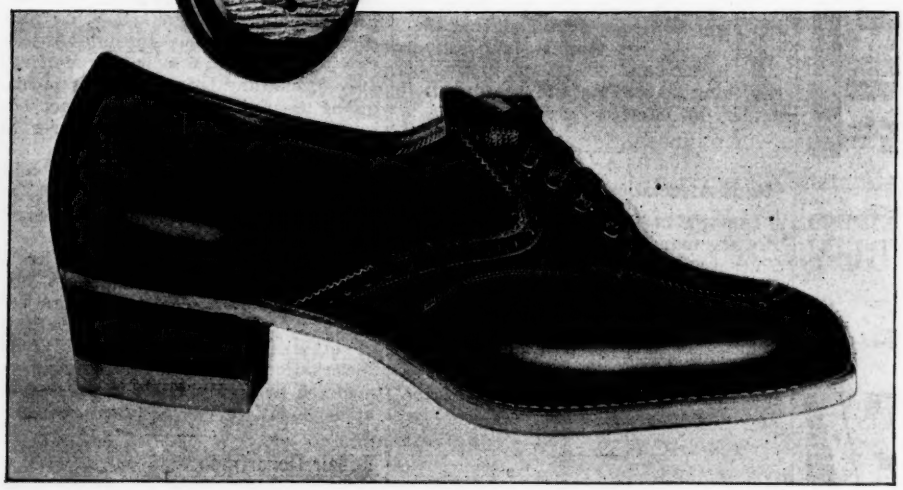
in their new Fall line.

Any one of the several important selling points found in the new RAJAH sole may help clinch the sale.

If your sportswear styles carry the new RAJAH sole be sure to impress the following facts about them upon your salespeople.

LIGHTNESS AND FLEXIBILITY
HOLDS STITCHES FIRMLY
DOES NOT HEAT THE FEET
NON-SPREADING
NON-CURLING
LONG WEARING

* RAJAH SPECIAL SOLES ARE SO UNEXPECTEDLY COOL THAT PEOPLE TAKE THE TROUBLE TO TELL US SO.



A NEW FALL STYLE

by

Springvale Shoe Co.
Springvale, Me.

featuring the

New RAJAH Sole and Top Lift Style 305

ALFRED HALE RUBBER CO.
NORTH QUINCY, MASSACHUSETTS

RAJAH HALE

ESTABLISHED 1837

WHERE TO BUY

Advertising Novelties

FOR SCHOOL OPENING

GIANT ERASER PENCIL BOX

Contains 3 col. Blotters, Pencil, Penholders, Pen Point and Ruler. Send 15c. for Sample.

Distributors—

Paramount Souvenir Adv. Co.
350—4th Ave., New York, N. Y.

Royal Souvenir Co., Inc.
1613 E. New York Ave., Brooklyn, N. Y.

WHERE TO BUY

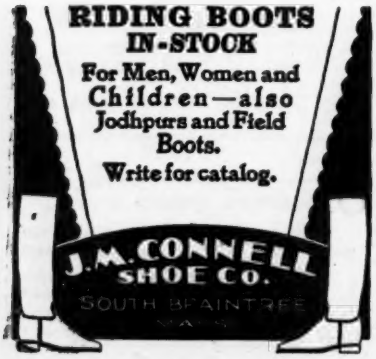
Sport Footwear

"SPORTSTER"

Official Girl Scout Shoes
204 Sizes and Widths In-Stock
A. SANDLER
154 Lincoln St.
Boston, Mass. Est. 1889

WHERE TO BUY

Riding Boots



PERSONALIZED ADVERTISING

Kennedy-Gillespie Shoe Company, Inc., Gay Street at Union Avenue, Knoxville, Tenn., used the accompanying ad with appeal of time and originality. Original, because the ad contained a picture of a bride and groom, real local people, as buying shoes at Kennedy-Gillespie's.

Pictures for ads can be made by the regular newspaper photographer or the local photographer at small cost. Most of the newspapers will make the picture and cut free in order to have a nice ad business of one-quarter, half or three-quarter page business.

People are interested in what is popular in the community. What the leaders or others are buying is what leads to more sales. At different times during the year it is logical to put a little local color in your advertisements because it means all of this for your store: community interest, community appeal, community buying power.

Advertisements with such local color can be used in the largest metropolitan center as well as a small community.

Geuting Contest

PHILADELPHIA — Geuting's, Chestnut Street, in conjunction with the Keds Prize Contest, is running one of their own. In each case, a wire haired fox terrier is given away free. The combined contest is called the Geuting's Prep-Keds Contest.

In line with the contest, Geuting's has a window display featuring both Keds and Prep shoes. The figure of a boy stands off to the left, while to the right is shown actual moving pictures of the fox terriers in question. The background shows a group of frolicking dogs and presents, altogether, an effective window.

Heads Association

INDIANAPOLIS, IND.—Arthur G. Brown, manager of the Marott Shoe Shop was chosen president of the Merchants' Association for the coming year at the annual election June 3, in the office of the association in the Illinois building. Mr. Brown was also elected treasurer of the Indianapolis Stores Mutual Protective Association, at the annual election, May 28.

To Close Out Stock

AMARILLO, TEX.—Sid Braunig, who has been a leader in merchandising of good shoes in Amarillo, Tex., at The Regent Shoe Store, for the past 22 years, put on a closing out sale on June 1, with the intention of disposing of every pair of shoes and all other merchandise in the store. Mr. Braunig states that he will vacate his building and retire from business.

Philadelphia-Boston

PHILADELPHIA—Last year a number of Philadelphia shoe men took the sea route to Boston for the July Shoe Fair, instead of the usual manner of transportation. This trip, by boat, was such a huge success that a party is now being formed to duplicate this enjoyable ride. Arrangements have been made and staterooms have been reserved on the S.S. Dorchester. The ship will leave Pier 18, south wharves, Philadelphia, at 4 p. m. (E. S. T.) Saturday, July 4, and is scheduled to arrive in Boston at 7 a. m., on Monday, July 6, one day before the fair opens, giving the opportunity of contact between the dealer and manufacturer in advance.

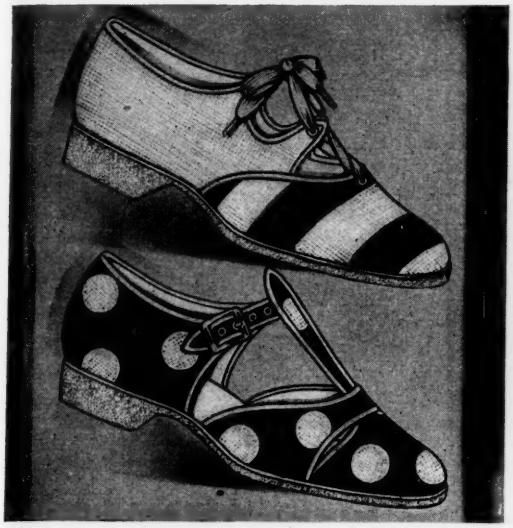
Maurice Yoskin of Geuting's, will head this party, and he desired as many shoe men as are able, to come along and have a good get-together.

Mr. Dalton, buyer for Wanamaker's, C. J. Reynolds, buyer for Gimbel's, Mr. Smith and M. B. Wilson, buyers for Strawbridge and Clothier, and a host of others will embark on this trip. Reservations for this party should be made as soon as possible in order that accommodations can be taken care of.

Repair Department

INDIANAPOLIS, IND.—Installation of a shoe repair department, an innovation in so far as department stores are concerned, is announced by the William H. Block Company. The department will be located on the ground floor of the annex and will be furnished with all the necessary comforts for customers who desire to wait while the repair work is being done. Modern equipment has been installed and a corps of experienced workmen is being employed.

Whites Are the Best Sellers Today on Both the T-Strap Sandal and the Tie



NON SHRINK WHITE IRISH LINEN

All white, and white with a smart touch of coloring on the saddle is your best bet from now until the end of the season.

The T-strap sandal for resort wear, and the Prince of Wales oxford for play.

GOLD SEAL SHOE, 722 Broadway, New York City

These shoes are built with genuine leather counters, steel shanks, box toes. Size 2½ to 8. Coindots come in blue, orange, yellow, green, and brown (white coindots.)

A trial dozen "size-up" will convince you!

STERN'S INSTEP RAISER

"The Vamps cut my instep, otherwise I'd take them." Ever lose a sale that way? No need to with the STERN Instep Raiser.

Pat. Pend.
U. S. and Foreign

Instructions

Insert machine in shoe as illustrated. Wet the binding and move the handle slowly from left to right, forcing upper handle to throat of shoe. Repeat this until you think that the instep is raised high enough.

Price $8.50

Sent on Approval

STERN'S INSTEP RAISER, INC.

1587 Broadway, New York City

Handiest Service

on most-for-the-money shoes

THE PIEDMONT
A distinctive new Southern Tie pattern on the popular Ritz Last.

IN STOCK

You want what you want when you want it. The Leverenz distributing organization is on the job to see that you get it. The Leverenz stock near you is kept up in all sizes, so that you can feature the Leverenz shoe with assurance of speedy service on your fill-in orders. Outstandingly good Wisconsin made calf shoes, retailing at $5 and $6. If you don't know the Leverenz line, get acquainted!

THE LEVERENZ SHOE

"A FRIEND TO YOU"

QUICK DELIVERIES FROM:

R. H. Lane & Co., Inc	Toledo, Ohio
Crowder-Cooper Shoe Co	Indianapolis, Indiana
Newell & Schneider Co	Pittsburgh, Pennsylvania
Gramling & Collinsworth	Atlanta, Georgia
J. H. Churchwell Wholesale Co	Jacksonville, Florida
Stewart Dawes Shoe Co	Los Angeles, California
Washington Shoe Company	Seattle, Washington
Jos. P. Dunn Shoe & Leather Co	Denver, Colorado
Dower Bros. Ltd.	Edmonton, Alberta

THE LEVERENZ SHOE CO.

SHEBOYGAN, WIS.

WHERE TO BUY
Dancing Sandals

DANCING SANDALS
(ALSO USED IN GYM CLASSES)
No. 189.—Made in pearl, tan or black suede. Also made in black kid. Pearl and tan carried in stock. Price, 70c. Red, Blue, Green and Purple, 85c.

BROOKS SHOE MFG. CO.
Ritner and Swanson Sts., Philadelphia, Pa.

WHERE TO BUY
Children's Footwear

THE ORIGINAL
SUNBATH ACROBAT
(Patented)

IN STOCK FROM SIZE TWO CACKS THROUGH SIZE SEVEN WOMEN'S
A Product of
SHAFT-PIERCE SHOE CO.
Faribault, Minn.

MRS. DAY'S IDEAL BABY SHOE CO.

Soft Soles — Intermediates. Hard Soles — Infancy to four years!
Danvers, Mass.

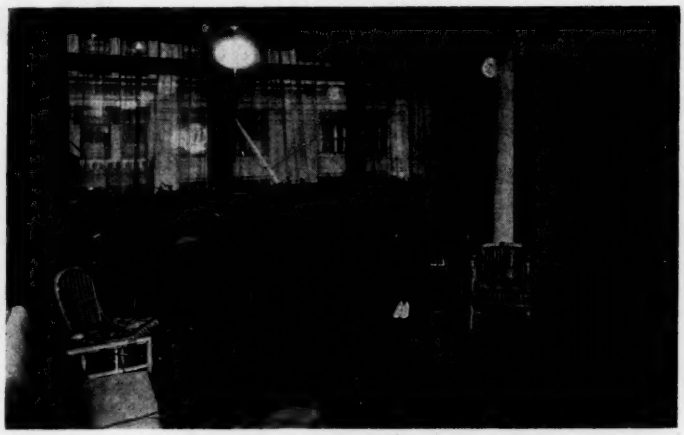
Children's Fine Goodyear Welt Shoes
Made by
THE GILBERT SHOE CO.
THIENSVILLE, WIS.

CHILD LIFE SHOES

High Grade Goodyear Welt Shoes in Stock.

Wiswell-Everston Shoe Mfg. Co.
Cedar Grove, Wis.

BREAKING 100



Looking from the first tee down the fairway in the I. Miller & Sons shop, Fifth Avenue at 40th Street, New York

The spaciousness of the golf links is reproduced in the special department for sport shoes recently opened in the I. Miller & Sons store on Fifth Avenue, near 40th Street, New York. A green carpet gives the feeling of the greens and fairways, still further carried out by the wall painting shown at the right. Comfortable club house veranda chairs and a valance of awning cloth capture the atmosphere of the club house. That sport feeling must permeate Miller customers, and it should be easier to sell sport shoes in a sport atmosphere.

Foot Comfort Week

CHICAGO — The organized efforts of shoe manufacturers, shoe stores and other branches of the industry to educate the public in better foot hygiene will concentrate toward this end during National Foot Comfort Week, to be observed this year by over 20,000 shoe stores in the United States and Canada from June 13 to June 20.

Manufacturers and distributors of foot wear and foot appliances have spent immense sums during the past few years to advertise the idea of foot health and comfort to the shoe wearing public. National Foot Comfort Week, inaugurated by Dr. William M. Scholl, president of the Scholl Manufacturing Company, fourteen years ago and since observed annually with increasing enthusiasm by the shoe industry and the consumer, will again focus public attention on foot health to a greater extent than any other time during the year.

The prevalent causes of foot troubles as revealed by the public school and health authorities, by millions of pedographic impressions of the feet recorded by hundreds of shoe stores in large and small communities throughout the entire country and also in official government reports and, above all, by the first-hand contact of the shoe salesman with the public's feet, will be explained to the public through various publicity channels during National Foot Comfort Week.

Many shoe stores in every state in the Union will have ready carefully prepared printed matter on foot care, and will also have foot health experts on hand in not a few cases to advise patrons on how to remedy or prevent foot troubles.

Thousands of shoe stores will carry special window and counter displays, and many will carry advertising in their local press calling attention to free and expert advice on foot troubles that awaits at up-to-the-minute shoe stores. Doctor Scholl, who is one of the world's foremost authorities on the subject, will have an audience of millions when he lectures on foot health over the radio on June 16 and again on June 18. An extensive radio broadcasting campaign has been undertaken by the Scholl Manufacturing Company over both the red and blue circuits of the National Broadcasting Company every Tuesday at 7:45 p. m. Eastern daylight time, and every Thursday at 2:45 p. m. Eastern daylight time.

Dissolve Partnership

NATCHEZ, MISS.—The partnership between W. B. Trimble and A. Trimble, as trustee of the estate of F. E. Trimble, deceased, has been dissolved and the interest of A. Trimble, as trustee, has been purchased by W. B. Trimble, who will continue the business under the present name of Trimble Bros.

Move Stock Department

NEWARK, N. J.—Weitzman Shoe Co., wholesale distributors, have moved their stock department from Baltimore to 317 Clinton Place, Newark, N. J.

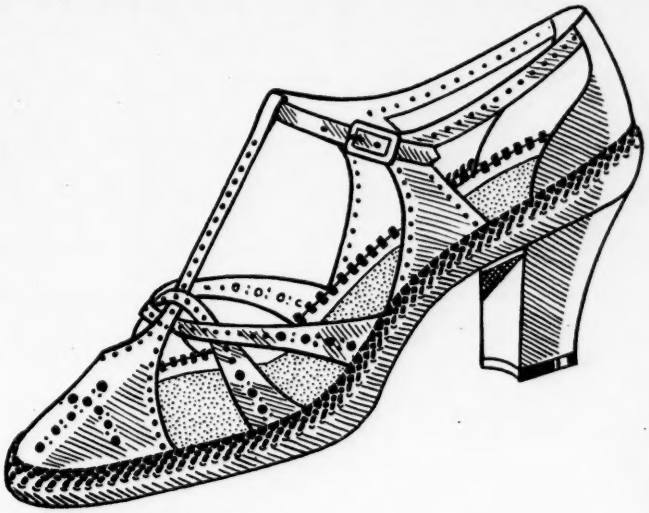
THIS SEASON'S MOST POPULAR BET
HY-GRADE IMPORTED BEACH SANDAL

IN STOCK

No. 5080 All White Kip
No. 5082 White and Black
No. 5083 Beige and Brown
No. 5085 Natural and Brown
C Width Only

Sizes 3 - 8

PRICE $2.25



B. FRIEDMAN SHOE CO., Inc.

ESTABLISHED 1880

109 READE STREET NEW YORK CITY

Beach & Sport Sandal

The Big Seller

We changed to a CREPE SOLE . . .

And ADDED a COUNTER!

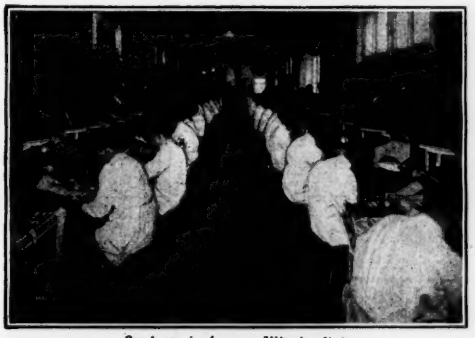
But the price is still $1.35.

A snappy sandal made of Multicolored Algerian cloth, fitted with Cuban wood heels and Steel Shanks. Five different color combinations, and plain white.

Sizes 3 to 8—C width only—18 pair cases.

Samples on request.

PARISTYLE FOOTWEAR MFG. CO., INC.
155 WEST 27TH STREET NEW YORK CITY



Students in famous Illinois clinic

STUDY CHIROPODY

The opportunities for Chiropodists are unlimited. In the United States there are about 162,000 physicians, about 82,000 dentists, but only 5,000 Chiropodists! A virgin field!

This new profession is particularly attractive to students with a foundation in pharmacy education and training.

Course only 2 years at best known College of Chiropody in America equips you for practice. 19th year. *You are ready to enter with four years high school or equivalent.*

Largest foot clinic in world — over 16,000 foot cases handled annually, large faculty physicians, surgeons, chiropodists. Write for catalog. No obligation.

--------MAIL THIS COUPON TODAY--------

ILLINOIS COLLEGE OF CHIROPODY AND FOOT SURGERY
1327 N. Clark St., Chicago, Illinois

Gentlemen: Please send me, postage prepaid, latest catalog and complete information relative to Chiropody and your school.

Name .....

Street and Number .....

City ..... *State* ..... *N.D.*

WHERE TO BUY
Ballet Slippers

★ KENDALL'S SOFT SOLE BALLETS ★

★ KENDALL SHOE COMPANY ★
HAVERHILL, MASSACHUSETTS

In Stock Black Kid
Ballet Right and Left
Last
Ladies' $1.25 pair
Misses' $1.20 pair
Child's $1.15 pair
BLOG SHOE CO., INC.
147 Duane Street
New York City

The Heffert Toe Slipper

DELIVERY

Fast replacements and instant service generally, are necessary for your theatrical department. Supplying our full line to dealers everywhere, we know your needs.

Write us!

CHICAGO
THEATRICAL
SHOE CO.
3rd Floor, Capitol Bldg.,
159 N. State St.,
Chicago, Ill.

Coast Orders filled from:
6715 Hollywood Blvd., Hollywood, Cal.

WHERE TO BUY
Slipper Ornaments

Pompons **BOWS** Ornaments
of Every Description for
Boudoir Slippers

The right merchandise at the right time
Solid colors in stock—samples on request

HY-GRADE SLIPPER SUPPLY CO.
693 Broadway New York City

Brockton Mayor Invites Buyers

BROCKTON, MASS.—Hon. Harold D. Bent, mayor of Brockton, has extended an official invitation to the buyers of the country to attend the Boston Shoe and Leather Fair, July 7, 8 and 9, and to visit Brockton while in attendance at the fair. Mayor Bent says in his letter:

"Brockton is well established as one of the world's foremost centers for the manufacture of welt shoes for men, women and children. It is freely acknowledged to be the world's style center for men's shoes. To me statistics are more or less dry—but there is considerable nourishment in the fact that during the past six years more than 72,000,000 pairs of shoes have been made in Brockton at an approximate money valuation of $370,000,000. Surely, this indicates a thriving shoe industry of which Brockton is proud. It may be recalled, incidentally, that Brockton is the cradle of the shoe industry itself.

"To fully appreciate the progress and development of Brockton—it is essential to understand that it is one of the few New England communities which grew to substantial proportions from the standpoints of population and industry without geographical advantage. Will-power, faith and energy are the factors primarily responsible for Brockton's growth. These characteristics are a glorious heritage treasured by management and labor, and form the basis for the friendly relations between intelligent employers and loyal, skillful employees which have kept Brockton to the forefront industrially, even during these restless times.

"Brockton is friendly to the stranger. We are proud of our city and like to have visitors see it. I hope that many of the shoe buyers will plan to so arrange their stay in Boston that it will be possible for them to drive out to Brockton not only to see our city but to get better acquainted with our citizens."

Weiss Opens Office

NEW YORK—Maurice A. Weiss, Metropolitan New York and New Jersey representative of the Vitality Shoe Company, has opened New York offices in Room 912, Marbridge Building, 47 West Thirty-fourth Street, New York. Mr. Weiss, who took on the Vitality line several months ago, reports the opening of many new Vitality accounts in the metropolitan section.

Thomas Daly with Feder-Gregg

CINCINNATI — Thomas Daly is now representing and selling shoes for the Feder-Gregg Company, Cincinnati, Ohio, manufacturers of smart shoes for women in hand tooled welts. Mr. Daly will travel in the Middle West, with headquarters and display room in the Republic Building, Chicago.

Wins Better Business Contest

O. E. Hamilton

AUBURN, ME.—O. E. Hamilton, traveling in the State of Ohio for Ault - Williamson Shoe Company, is announced as the winner of the Ault-Williamson Better Business Contest and a cash prize of $200.

This contest has been conducted for the past six months among the sales representatives of the Eastern and Western Divisions of the Ault-Wiliamson Shoe Company.

Other prize winners in the contest are David Shelton, Ohio; O. L. Rappleye, Illinois, Iowa and Nebraska; J. Frank Hollingsworth, Mississippi and Louisiana, and O. D. Morse, southern California.

All these men are long-time members of the Ault-Williamson sales force and well known to the trade in their territories.

New Women's Line

BROCKTON, MASS.—The W. L. Douglas Shoe Company will start manufacture June 15 of the Air-O-Pedic shoes for women.

Announcement of this new branch of manufacture and selling was made by President Herbert L. Tinkham, and it is expected that this new development will result in a considerable addition to the volume of business at the Douglas factory.

The new line of women's shoes, to be sold to retail at popular prices, embraces a corrective shoe of unusual design, style and construction, the special features consisting in the main part of a cushion heel seat, which absorbs jars in walking, a special constructed arch together with the metatarsal arch.

These arch features, in combination with the cushion heel seat, give support and balance to the foot such as never has been experienced before in women's shoes, it is claimed.

The Air-O-Pedic shoes, which are protected under U. S. patent, have been manufactured by the Paul C. Wolfer Company of Everett for several years, and in that time have proved their merits and won the recognition of the buying public for the distinctive features embodied.

Shows New Line

NEW YORK—William A. Goldstein presented an advanced line of footwear at an informal tea held in the Hotel Biltmore, June 3, from 2 to 4.30. Unusual patterns, strippings and pipings in the line of pumps, demi-oxfords, tailored town shoes and luxurious evening slippers were presented.

Mr. Goldstein believes the black suede shoe with red piping or quarter design will sell.

VERTICAL PRODUCTION

Since LINCOLN Was President

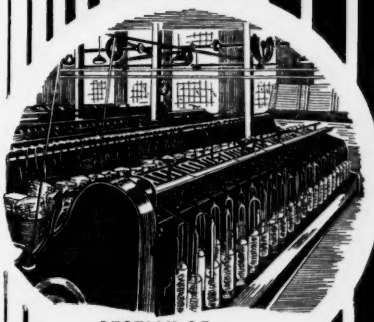
"Honest Abe" was in office when the first unit of the present Shoe Lace Company began business. The tradition of quality and uniformity established 66 years ago has been jealously maintained. Controlling production from raw cotton to the finished lace we can assure you standard quality in laces for every type of shoe in every grade. Manufacturing economies due to complete supervision during every step of manufacture make possible the present values.

Tips may be either fabric, metal or celluloid. We recommend the recently perfected JOSCO FABRIC TIP.

THE JOSCO FABRIC TIP —a small, neat tip that will enter any eyelet with ease. It has no shoulder to catch, scratch or tear and is absolutely waterproof. The JOSCO tip cannot pull off for it is part of the lace itself which has been impregnated with our own exclusive solution to give it the proper rigidity and endurance. We guarantee the JOSCO FABRIC TIP to outlast the lace in ordinary use.

MERINO MILLS

DYERVILLE MILLS


SECTION OF DRAWING FRAMES

Shoe Lace Company, Ltd.

(Successor to Joslin Mfg. Co., Established 1865)

PROVIDENCE, R. I.

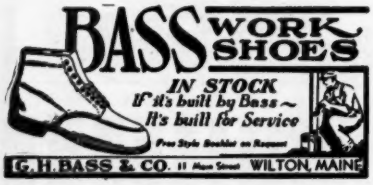
SELLING AGENT

UNITED SHOE MACHINERY CORP., BOSTON, MASS.

FROM THE COTTON FIELDS TO YOU

WHERE TO BUY

Work Shoes



WHERE TO BUY

Barefoot Sandals

WOODEN BAREFOOT SANDALS
CARRIED IN STOCK

No. 913—High Louis heel, strap trimmed with genuine gold kid, price, $16.00 doz.

Low heels, $10.50 and $13.50 per dozen. High heels, $14.50, $15.00, $16.50 and $18.00 per dozen.

GOLD SEAL SHOE

722 Broadway New York City

▶ ON THE SELLING END ◀

News of the Travelers and Sales Activities

Streeter Joins E. P. Reed

Edward Streeter

Edward Streeter has joined the sales organization of E. P. Reed & Co., of Rochester, N. Y., and will cover the States of Iowa, Illinois and Indiana.

Mr. Streeter has had a wide experience in selling, together with a careful training in the styling and merchandising of women's shoes. He knows many retailers.

Mr. Streeter will be in full charge of the Chicago office located in Room 1729, Republic Building. He spent some time at the factory and is now on his territory.

Clay Ogden with Valley Shoe

Clay Ogden is pleased to announce his association with Valley Shoe Corporation, St. Louis, makers of Valcraft shoes for women.

After June 1 this line of shoes will be shown at the company's New York City office, Room 1009, Marbridge Building, 47 West Thirty-fourth Street, where Mr. Ogden will make his headquarters.

To Cover Middle West

Curtis Shoe Company, makers of men's shoes, retailing at $5.00 to $8.00, at Marlboro, Mass., have secured the services of W. J. McCormack, who will cover the Middle Western States with their line. "Mac," as he is popularly known, is well acquainted with this territory, which he has been selling for some 20 years, and has many friends in the trade.

Follows Father's Footsteps

Thomas Cogswell is the name of a young man who is following in father's footsteps. The father in question, Clarence N. Cogswell, has been connected for several years with A. J. Anderson, Inc., of Amesbury, Mass., manufacturers of women's footwear. Thomas has allied himself with the same firm covering all of New England. Step up and place your bets.

With Jellerson-Rafter

Jere Crowley, who formerly covered New England and New York State for the Red Wing Shoe Company of Red Wing, Minn., is now traveling with the line of the Jellerson-Rafter Company, of Norway, Me. He will cover Maine, New Hampshire and Vermont.

Plan Boston Fair Outing

One hundred and fifty members of the Boston Shoe Travelers' Association, the Southern Shoe Travelers' Association and the Boston Shoe Associates met at luncheon in the Boston Chamber of Commerce on June 6 to perfect arrangements for the outing and golf tournament which is to be one of the chief features of the Boston Shoe and Leather Fair, July 7, 8 and 9. The meeting was presided over by John S. Whittemore, president of the Boston Shoe Travelers' Association.

As previously announced, present plans call for the playing of the golf tournament over the course of the South Shore Golf Club at Hingham, followed by a shore dinner at Pemberton. Guests who do not play golf will be entertained at Pemberton.

Officers and members of the board of governors of the National Shoe Travelers' Association have been invited to attend as guests and a meeting of the board will be held at National headquarters in the Statler Hotel building some time during the week of a fair.

The trade committee in charge of the golf tournament, as announced at the meeting, includes: George J. Loveley, chairman; F. D. Armstrong, Albert N. Blake, Frank M. Bohr, Leonard Burdett, L. B. Cubbison, Albert F. Doyle, Clayton F. Emerson, Perley G. Flint, Charles H. Furber, D. R. Goodin, Charles S. Hoar, Charles T. Heald, John Hollis, Arthur D. Knight, W. H. Larkin, Paul O. McBride, Karl E. Mosser, Marshall Nazro, Lester E. Packard, Gould S. Pitcher, D. F. Quigley, Frank P. Rowbotham, Guy E. Small, John L. Stanton, James H. Stone, Edric R. Taylor, George A. Thayer and George White.

Other committee chairmen, the personnel of whose committees has not yet been announced, are: Entertainment, Harry A. Hunter; Registration, Thomas A. Delany; Sports, Timothy E. Murphy; and Luncheon, Charles A. Quimby.

Joins Bates Staff

Vincent A. Thompson, until recently a salesman for the Arnold Brothers Last Company, has joined the ranks of the salesmen for the Bates Shoe Company of Webster, Mass. His territory includes the States of the Middle West.

Undergoes Operation

Chandler S. Bearce, who covers the volume trade of the country for Stanley Wass, recently underwent a serious operation and is planning to spend the summer at Nantucket until he has fully recuperated.

To Sell for McElroy-Sloan in Ohio

A. H. Bechtel

A. H. Bechtel has rejoined the sales force of McElroy - Sloan Shoe Company. He will cover the State of Ohio and make his headquarters at Toledo. Some years ago, Mr. Bechtel left McElroy-Sloan to go into another business.

Mr. Bechtel is an experienced shoe man, conversant with the problems of the retail merchant.

Joins Spaulding Staff

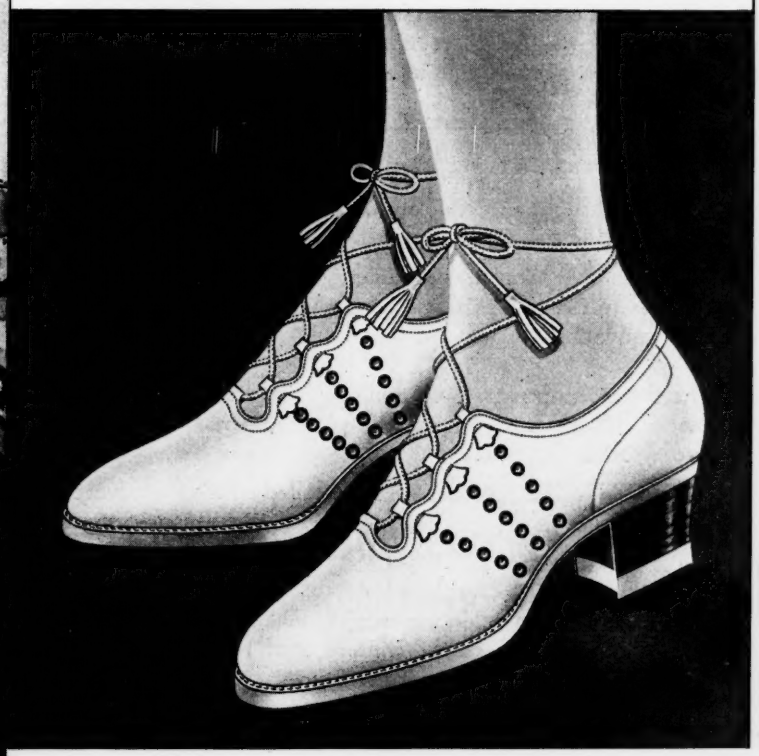
L. P. Wright, formerly associated with the Goodyear Tire & Rubber Company for ten years and also the Goodrich Tire & Rubber Company, has made a connection with the Spaulding Fibre Company, Inc., acting as their special representative on the Spaulding Counters.

Names R. A. T. S. S. Committee

Secretary C. B. Rowley, J. P. Beatty and C. W. Anderson last week were named members of the executive committee of the Rochester Association of Traveling Shoe Salesmen by President A. J. McLeod. No date has been set for the first meeting.

PORT-HOLE EYELETS

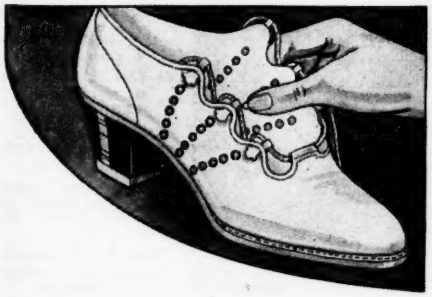
The Sensation of the Summer Season



Shoes by Julius Grossman, Inc. (Design—patent pending)

Eyelets on everything is Fashion's latest decree — handbags, belts, and FOOTWEAR. Eyelet Perforated Footwear, recently featured at the New York Style Conference, has become the sensation of the summer season for active and spectator sportswear. Punched clear through for coolness, these comfortable, airy shoes have caught the fancy of sportswomen everywhere. The development and perfection of the Invincible Eyelet makes possible these smart designs. A variety of styles may be obtained with Invincible Fast Color Eyelets in colors that harmonize or contrast with every shade of leather or fabric.

DIAMOND BRAND *Visible* FAST COLOR EYELETS



UNITED FAST COLOR EYELET COMPANY

BOSTON, MASSACHUSETTS

"SHOW CARDS THAT

Ted Orr, of the Potter Shoe Co., Cincinnati, said recently: "Signs in the window are even more important than space in the newspapers, for there is the public looking at the actual merchandise, with no one to tell them a thing unless there are cards to tell the story."

Two comments from our card service members:

"We are absolutely sold on 'Recorder Selling Messages' as the livest show card service to be had today for the money."

"First of all we want to compliment you on our cards. They are an asset to the looks of any window and the wording is up to date and effective."

The shoes you buy . . . and don't sell . . . are the real expensive shoes. Chain stores have well planned trims with attractive display cards and tickets.

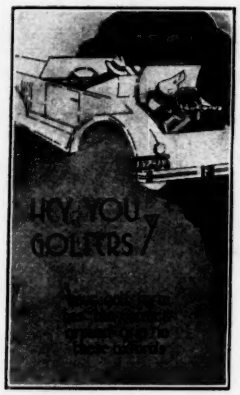
Your windows are the best of all so-called consumer advertising, if your cards are there to say for you what you would like to say in person to the window-shopper about your store service.

Each month's set of cards is colorful, artistic, with die-cut top, with hand-lettered selling messages, making it comparatively a simple matter to make the window trim fairly alive with your hearty invitation to come inside.

Recorder Show Cards double the value of your window displays!

Complete Service Sent on Request for Inspection and Trial.

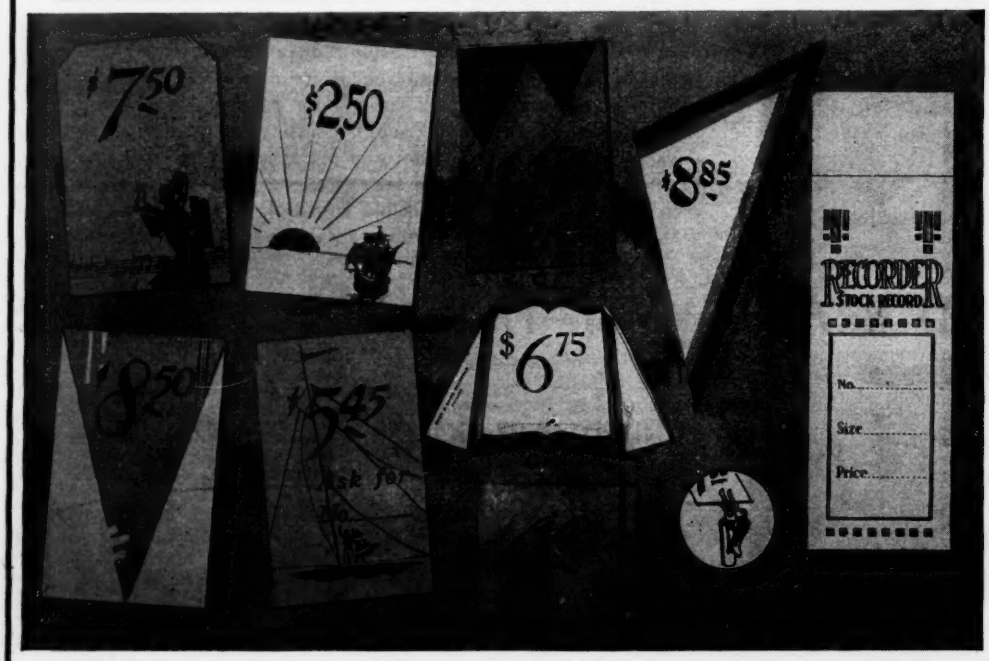
For June



Yellow and orange roadster, bright green and black background; text in black.

7 x 12 card
JUNE CARDS
Complete Texts sent on request:

5 cards—Women's Shoes
2 cards—Men's Shoes
1 card—Children's Shoes
1 card—Hosiery
5 cards—On Store Service, Fitting, Quality, etc.
Single cards—60c each
Without text—35c each



Attractive, Colorful Hand-Lettered Price Tickets

In all denominations

D—Modernistic 3-Way, two tone, Purple with gold edge, or red with black edge, on white.
6 dozen, $1.50
12 dozen, $2.50

All other price tickets illustrated are in two or more colors, except "H," which is plain buff.
6 dozen, $0.85
12 dozen, $1.50

J—Adjustable clips for price tickets.
½ gross $2.75
1 gross $5.00

K—Shoe Carton Tickets.
$1.50 per 500.
$2.50 per 1000

MANY OTHER PRICE TICKETS IN STOCK

ALSO: Profit Charts, Daily Stock Record, and Financial Record Systems.

Ask for Samples
Check with Order —Please

T PULL SHOPPERS IN"

Annual Display Card Service includes:

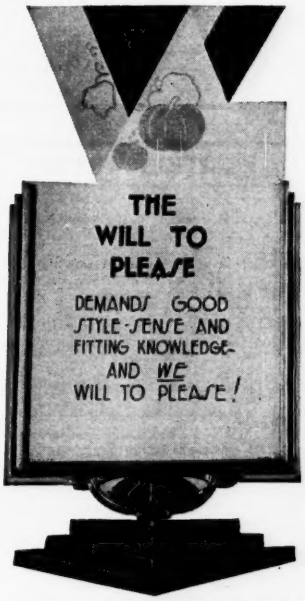
"Store Window Bulletin," supplies merchandising and display suggestions each month.

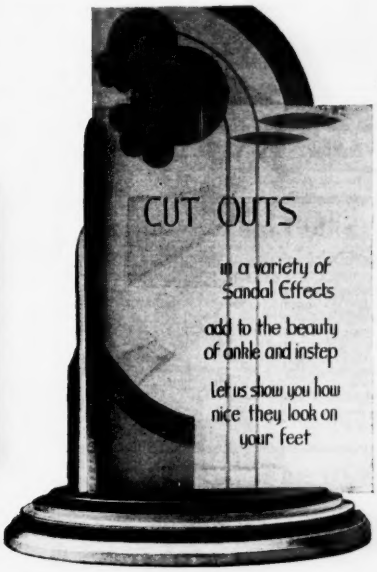
Special Cards, with wording as wanted.

Exchange of Cards: Annual card service subscribers may exchange any cards received for others of the current month whose texts better cover their merchandising program.

Price Tickets: Blank tickets matching the current month's cards, supplied free; neat tickets with prices as wanted, but which do not match the show cards, also supplied annual card subscribers free; tickets with prices as wanted which match the cards are 50c per 100 additional.

Exclusive Franchise is given with annual card service to one merchant in an average size town, suburb or city shopping center.





YOUR CHOICE OF HOLDERS

Gold and Black frame and base—3 color festoon

Oval base—burnished gold—3 color trim

Either holder harmonizes with the finest of window display fixtures.

Select the Service You Wish— Then Mail Coupon

Service No. 1 $5.00 Monthly

12 hand designed cards each month, each with different sales messages, die-cut tops, colorful, artistic, size 9 by 12 inches; with 100 blank price tickets to harmonize with service cards each month (or with prices imprinted, selection of prices as wanted, 50c. per month additional). Also 6 card holders with first month's service.

Service No. 2 $4.00 Monthly

8 cards
100 blank price tickets
4 card holders

Service No. 3 $3.00 Monthly

6 cards
50 blank price tickets
2 card holders

Merchants Service Dept.

BOOT AND SHOE RECORDER

Republic Bldg., Chicago, Ill.

COUPON

BOOT AND SHOE RECORDER,

Republic Bldg., Chicago, Ill.

Please enter our order for the Recorder "Selling Messages" card service No. for one year, consisting of cards, each month and art card holders, with the first month's service, beginning with cards for June for which we will pay $ per year, payable $ per month. For cash in advance full year's service, 5% discount.

(If for any unforeseen reason we wish to discontinue service before expiration of order, we agree to pay $1.00 per month additional for each month's card service delivered and agree to return card holders.) We sell Men's, Women's, Children's shoes and hosiery.

(Cross out lines not carried.)

Printed Price Tickets:—
$—— $—— $—— $—— $—— $——

Store Name .....

Owner .....

City .....

State .....

THIS MAY BE YOUR OPPORTUNITY

SALESMEN WANTED

Side Line Salesman

wanted with following, to sell complete line of popular priced felt, leather and fabric slippers, for old established manufacturer. Territories open include Louisiana, Mississippi, Tennessee, Kentucky, Indiana, Chicago and State of Illinois, Alabama, North and South Dakota, Eastern Pennsylvania and Maryland, and all of Canada. Excellent opportunity for right man: write detailed experience furnishing reference.
Address C-517, care Boot and Shoe Recorder, 239 West 39th St., New York, N. Y.

SHOE SALESMEN wanted to carry our spats and shoe ornaments as a sideline. Please give territory and references with reply. MANOLIS MANUFACTURING CO., 4246 No. Crawford Ave., Chicago, Ill.

SALESMEN WANTED—For Southern territory, commission, line of children's Puritan welts and baby soft soles. Good product backed by service and reputation. Unless you have time, and intend to work the line, do not apply. Give details—experience, age, references, and line you now sell. Address C-507, care Boot & Shoe Recorder, 239 West 39th Street, New York, N. Y.

WANTED live salesmen in following territories: Colorado, Utah, Arizona, Wyoming, Nevada, Montana and New Mexico. Exceptional opportunity for high grade men with established men's Dress Shoe trade, retailing at $4.00, $5.00 and $6.00. Tremendous stock department. Give full particulars. Address C-520, care Boot & Shoe Recorder, 239 West 39th Street, New York, N. Y.

HIGH grade salesman wanted to handle the well known line of "Dunlap" Men's Dress shoes in Eastern and Southern territory. Established trade. In answering give full particulars. CLINTON SHOE MFG. CO., Clinton, Iowa.

FOR LEASE

WANT TO HEAR from party interested in leasing LIVE LADIES SHOE DEP'T of six years' standing, in city's finest Ready to Wear store. Best location. Dep't fully equipped. May be had by Aug. 1st. Only live concern, financially responsible, will be considered. Address, The New Vogue, Watertown, South Dakota.

POSITION WANTED

MANAGER, seven years' experience, assistant buyer three years. Capable salesman. Window trimmer, merchandiser. Would consider road position. Good following in Massachusetts. Benjamin Klein, 48 Chubbuck St., Quincy, Massachusetts.

SHOE Fitter, graduate practipedist, seeks position, will go anywhere, capable manage, buy, handle advertising, display; age 25, single, 7 years' experience, best reference; Bob Rifkin. 3333 N. Marshfield Ave., Chicago, Ill.

SHOE MAN: Varied shoe experience for 9 years—Manager-buyer high grade women's shoe store and department—Assistant stylist high grade manufacturer—General understanding factory production and routine—Wholesale selling. College education—neat appearance—28 years old. Would consider any good proposition in either retail or manufacturing concern. For further particulars, Address C-518, care Boot & Shoe Recorder, 239 West 39th Street, New York, N. Y.

POSITION WANTED as manager of family shoe store or private specialty shoe store. Have had 10 years' experience as manager of good chain store and can affect many of their systems in a private store to good advantage. Address C-519, care Boot & Shoe Recorder, 239 West 39th Street, New York, N. Y.

FOR SALE

SHOE MANUFACTURING EQUIPMENT

For sale at reasonable prices. Complete shoe factory equipment, consisting of modern shoe machinery, driers, tools, motors, twelve pair shoe racks, shoe trucks, up-to-the-minute McKay lasts, etc. All in excellent condition. A real buy for any interested shoe manufacturer.

Address Box C-511
care BOOT & SHOE RECORDER
239 West 39th Street
NEW YORK, N. Y.

FOR SALE—General shoe store, established 20 years; average business $40,000, located in middle western Illinois, city of 42,000; good surrounding trade territory. Can be bought very reasonable, good lease. Address C-506, care Boot & Shoe Recorder, 239 West 39th Street, New York, N. Y.

FOR SALE

FOR SALE or rent. Modern Shoe Factory plant in a most beautiful town to live with plenty of the best experienced labor. Several men have made their fortunes here. This is your opportunity. O. H. Watts, Millersburg, Pa.

LINE WANTED

WANTED: By Retailer Women's Arch Support shoes on consignment to retail at $8.50 to $12.50. Also line of Novelty shoes to retail at $6.00. Weekly Settlements. Address C-522, care Boot & Shoe Recorder, 239 West 39th Street, New York, N. Y.

PARTNER WANTED

WANTED PARTNER, By established retailer. Prefer manufacturer of men's and women's shoes retailing from 5 to 10 dollars. Further information on request. Address C-521, care Boot & Shoe Recorder, 239 West 39th Street, New York, N. Y.

MERCHANTS' NEEDS

CLASSIFIED ADVERTISING RATES

The rate for "Position and Lines Wanted" advertisements is 4 cents per word for all undisplayed advertisements. Minimum charge 75 cents. For all other classified advertisements the rate is 7 cents per word. Minimum charge $1.25. When a box number is desired twelve words should be added for the address. In all other cases each word of the address should be counted.
The rate for all displayed classified advertisements is $5.00 an inch with a maximum of 45 words.
Classified advertising is payable in advance.
☞Advertisements for this page must be in our New York office on Friday of the week preceding publication.☜

MEN'S and WOMEN'S

MOCCASINS

Goodyear Welt
Machine Toe Seam
Rubber Golf Sole

R-9723 Men's White Elk with Black Vamp and Stay, D Widths
R-9726 Men's All Brown Elk, C and D Widths — $3.00 Pair

R-9728 Women's All Smoked Elk, A, B and C Widths
R-9729 Women's White Elk with Black Vamp and Stay, A, B, C Widths
R-9730 Women's Smoked Elk with Brown Vamp and Stay, A, B, C and D Widths
R-9731 Women's All White Elk, A, B and C Widths
R-9732 Women's All Brown Elk, A, B and C Widths — $2.50 Pair

R-7701 Men's, Waterproofed Oil Tanned Elk, Plain Bottom Outdoor Moccasin Slipper. — $1.55 Pair

R-7702 Men's, Waterproofed Oil Tanned Elk, Full Sole and Heel, Outdoor Moccasin Slipper. — $1.80 Pair

ENGLISH-MADE

MEN'S WOVEN OXFORD

R-1721—Solid brown woven vamp with white and brown insert.
R-1722—As above in black and white. ALL WIDTHS — $4.50 Pair

COLT-CROMWELL COMPANY, Inc.
1239 Broadway **EST. 1899** **New York City**

RIDING BOOTS

IN STOCK!

For Men
$9.50 and up

For Women
$8.00 and up

Write for complete catalog B-91

Colt-Cromwell Company, Inc.
1239 B'way
N. Y. City
911 So. Los Angeles St.
Los Angeles, Cal.

MERCHANTS' NEEDS

Display Fixtures
E. DODGE
453 Washington St., Boston
Phone Dev. 8049.

Improve Display Windows 50%
Send Glass Sizes for Estimate
Designs and Materials - No Obligation
CAMDEN ARTCRAFT CO. 160 N. Wells St.
CHICAGO, ILL.

Milbradt Rolling Step Ladders

Enable you to reach your highest shelves conveniently.

They last a lifetime and

Are made in any style, shape or size to fit any kind of shelving.

Write for general catalog and let us suggest the best ladder for your use.

Milbradt Manufacturing Co.
Established 1898
2416 No. 10th Street
ST. LOUIS, MO.

HOTELS

The Home Hotel of New York

Homelike in service, appointments and location . . . away from noise and congestion, yet but a few minutes from Times Square . . . garage facilities for tourists.

Room and Bath from $3 single $4 double
500 Rooms

Home folks will like this hotel

HOTEL BRETTON HALL
BROADWAY at 86th ST.
NEW YORK

MERCHANTS' NEEDS

POLLY CLIP *tilts—*
for Price Tickets **at any angle**

Gross $5.00
Half Gross $2.75

Satisfaction Guaranteed

M. D. POLLINGER CO.
216 Holland Bldg. St. Louis, Mo.

WANTED TO PURCHASE

If you contemplate selling your entire or surplus stock communicate with us. Prompt attention given.

KIRSCH-BLACHER CO., INC.
590 Broadway New York
Phone Canal 6-4298 and 4299

We will pay the best price for your surplus or entire stocks of shoes, general merchandise or department stores. Leases assumed.
Phone - Write - Call
All matters strictly confidential.

I. SIMON CO.
101 Reade St., New York City
Phone Worth 5922 Est. 1880

Trademark Decision

WASHINGTON, D. C.—Reversing a decision of Commissioner of Patents Thomas E. Robertson, the United States Court of Customs and Patent Appeals, in an opinion written by Judge Finis J. Garrett, has held that James McCreery & Co., 5 West Thirty-fuorth Street, New York, is not entitled to register as a trademark for boots and shos of leather, canvas or fabric or combinations of those articles, the words "Foot Preserver."

The proceeding was brought before the court by the Trustees for Arch Preserver Shoe Patents, a copartnership association, 47 West 34th Street, New York, after Commissioner Robertson held the McCreery Company was entitled to register "Foot Preserver" despite opposition by the trustees, who contended the mark was confusingly similar to their own "Arch Preserver" mark.

Commissioner Robertson pointed to more than 100 registrations of others of trademarks similar to both those under consideration. In view of these many marks, he said, neither party was "entitled to such broad protection of its mark as to exclude from registration the mark of the other party."

Judge Garrett, however, could not agree with this contention.

"The fact that a proposed mark may simulate many marks does not lessen its resemblance to any one of these many, and, if it be similar to another in the sense of the law, the fact that it is also similar to several does not render it registerable," he said.

"One purpose of the trademark registration law being to aid legitimate interstate and foreign commerce, it seems to us that, both in letter and spirit, it requires a construction which will, to the fullest extent possible, prevent confusion, not add thereto.

"If by inadvertence or acting under a mistaken construction of the statute, improper registrations have heretofore been granted, such errors are not remedied by supplementing them with still another error, and a mistake of yesterday should not constitute a precedent for the law of today and tomorrow."

The registration of "Foot Preserver," Judge Garrett said, must be denied on the ground of likelihood of confusion.

Shoe and Fashion Show Held

NEW YORK — A shoe and fashion show was held on Monday, Tuesday and Wednesday of this week at the Hotel Pennsylvania under the direction of J. Goddard Brown of Boston. The mezzanine floor of the hotel was given over to booth exhibits of shoes, leathers, machinery, materials and accessories, while the third floor and space above were devoted to sample rooms.

In connection with the showing of shoes, materials and accessories, a fashion revue, reflecting fall styles in shoes in their relation to autumn garments, was held on Tuesday and Wednesday evenings in the hotel ballroom. This feature was under the direction of Mrs. Virginia Chandler Hall, stylist. The models were gowned and shod to represent the general type of customer that merchants will be called upon to serve. Shoes for various occasions by age classifications were shown.

In relation to the industry as a whole, the number of exhibitors was comparatively small, while the attendance did not reflect a marked degree of interest among buyers. As a showing of fall style trends, both the exhibits of the manufacturers and the runway presentation were interesting and educational.

1931

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Shoe Manufacturers

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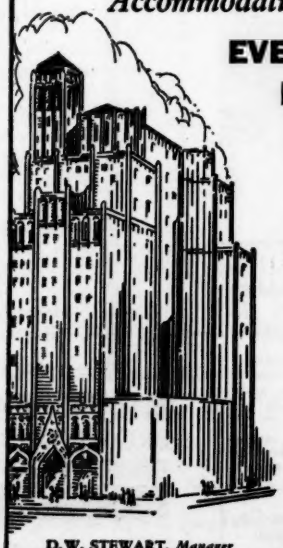

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D. W. STEWART, *Manager*

THE BUSINESS BAROMETER

Latest Reports of New Stores, Failures, Embarrassments and Bankruptcy Proceedings

Business Changes

INDIANA—Winchester—G. E. Perkins; boots, shoes, etc.; succeeded by Taylor & Perkins.

MASSACHUSETTS—Boston—G & L Shoe Sales Co.; boots and shoes; business certificate filed by Jos. Garfinkle.

Worcester—I. Miller Salon of Worcester, Mass., Inc.; boots and shoees; voted to issue $6,350 common and preferred stock.

MISSOURI — St. Louis — Hoffmeyer Custom Boot & Shoe Co.; boots and shoes; recently incorporated.

NEW JERSEY—Union City—Kumfo Shoe Co. (988 Bergenline Ave.); boots and shoes; recently incorporated.

NEW YORK—Flushing—H & H Shoe Corp.; boots and shoes; recently incorporated.

New York City (Bronx)—A. H. Klein, Inc.; boots and shoes; inc. authorized capital $10,000.

Schrafs Shoes, Inc.; boots and shoes; recently incorporated.

New York City—Claudette Shoe Co., Inc.; boots and shoes; inc. authorized capital $10,000.

Henry Colozze (48 9th Ave.); boots, shoes, etc.; reported sold out to Leon Migdalsky.

Creamer & Liberman (3275 Third Ave.); boots and shoes; partnership dissolved; succeeded by Charles Creamer.

David Shoe Corporation; boots and shoes; inc. authorized capital $20,000.

Leeds Shoe Co., Inc.; boots and shoes; capital stock decreased from $200,000 to $5,000.

Morrison & Silver, Inc. (54 W. 21st St.); shoe manufacturers; name changed to Morrison, Cohen & Silver, Inc.

Max Roth (1976 Amsterdam Ave.); boots and shoes; reported selling or sold out.

OHIO—Cleveland—Carell, Inc.; boots, shoes, etc.; recently incorporated.

PENNSYLVANIA — Philadelphia — Matthais Rodder (5523 N. 5th St.); boots and shoees; reported selling or sold out.

Wilkes Barre—Thrift Shoe Store; boots and shoes; inc. authorized capital $50,000.

WISCONSIN—Green Bay—Clabots & Pishke ("Nightingale Boot Shop"); boots and shoes; partnership dissolved; succeeded by L. W. Clabots.

Milwaukee—Health-I-Tred Shoe Co.; boots and shoes; recently incorporated.

Mayer Martha Washington Shoe Co.; manufacturers; recently incorporated.

Failures, Embarrassments, Etc.

DISTRICT OF COLUMBIA—Washington—S. N. Meyer, Inc. (1331 F St., N. W.); boots, shoes, etc.; reported petition in bankruptcy.

FLORIDA—Jacksonville (also Miami Beach)—Russell Williams Shoe Store; boots and shoes; reported petition in bankruptcy; reported receiver appointed.

ILLINOIS—Chicago—Hyman Goldstein (Biltmore Supply Co.) (2032 W. Division St.); boots, shoes, etc.; reported petition in bankruptcy.

Joliet—Harry C. Yudin (409 Cass St.); boots and shoes; reported petition in bankruptcy; reported receiver appointed.

Paris—R & W Wetzel; boots, shoes, etc.; reported petition in bankruptcy.

INDIANA — Hammond — Peter Chiplovitz ("North Side Department Store") (253 N. Hohman St.); boots, shoes, etc; reported petition in bankruptcy.

MAINE — Danforth — Baron-Laitman, Inc.; boots, shoes, etc.; reported petition in bankruptcy.

MASSACHUSETTS — Haverhill — Haverhill Ballet Co. (68 Phoenix Row); slipper manufacturers; reported offering to compromise at 20 per cent.

MICHIGAN—Ann Arbor—Herman J. Hagen; boots and shoes; reported petition in bankruptcy.

Lansing—Sam Fuchs; boots, shoes, etc.; reported petition in bankruptcy.

NEW JERSEY—Jersey City (also Bayonne and Dover)—Siegel & Cohen ("Arrow Shoe Store") (331 Jackson Ave.) (335 Central Ave.); boots and shoes; reported petition in bankruptcy; reported receiver appointed.

Passaic—Albert Janice (118 Passaic St.); boots and shoes; reported called meeting of creditors.

NEW YORK—Albany—Gray Bros. Boot Shop (Frank Rosen, Prop) (16 S. Pearl St.); boots and shoes; reported petition in bankruptcy.

Brooklyn—Friendly Shoe Co., Inc. (58 Walton St.); turn shoe manufacturers; reported called meeting of creditors.

Walter Hanover Shoe Stores, Inc. (Walter Shoe Shop) (598 Fifth Ave.); boots and shoes; reported petition in bankruptcy.

Bernard Laub ("Bernie's Shoe Shop") (8516 18th Ave.); boots and shoes; reported called meeting of creditors.

Alexander Weinberg (336 Knickerbocker Ave.); boots and shoes; reported called meeting of creditors.

Mt. Vernon—Sidney Kessler (38 W. 1st St.); boots and shoes; reported called meeting of creditors.

New York City—Louis Goodman (197 Eighth Ave.); boots, shoes, etc.; reported assigned.

Harold D. Levy (257 First Ave.); boots and shoes; reported called meeting of creditors.

Rockaway Beach—Regina Littman (Hamela) (81-20 Boulevard); boots and shoes; reported called meeting of creditors.

NORTH CAROLINA—Edenton—Dave Kulman; boots, shoes, etc.; reported petition in bankruptcy.

Kinston—Queen Boot Shoppe, Inc.; boots, shoes, etc.; reported petition in bankruptcy.

OHIO—Alliance—New York Store Co.; boots, shoes, etc.; reported assigned.

Cleveland — Herman Garfinkel; boots and shoes; reported petition in bankruptcy.

Kent — Louis D. Friedland (Kent Bargain House); boots, shoes, etc.; reporteed receiver appointed.

Ravenna—Freda Plotkin; bolts, shoes, etc.; reported petition in bankruptcy.

PENNSYLVANIA — Philadelphia — Abraham Kraft (5543 Torresdale Ave.); boots and shoes; reported petition in bankruptcy.

John Zimmerman (109 W. Girard Ave.); boots and shoes, reported offering to compromise at 20 per cent.

Pottstown—Nathan Stomel; boots, shoes, etc.; reported petition in bankruptcy.

TENNESSEE—Bristol—Mrs. Jennie Brown ("Brown's"); boots, shoes, etc.; reported petition in bankruptcy.

Paris—L. C. Humphreys; boots, shoes, etc.; reported offering to compromise at 33⅓ per cent.

TEXAS—Dallas (also branches)—R. G. Lewis Co., Inc.; boots, shoes, etc.; reported petition in bankruptcy.

New Shoe Stores

New Bedford, Mass.—Thom McAn Shoe Store, 752 Purchase St.

Philadelphia, Pa.—United Army & Navy Store, 625 Market St.

Evanston, Ill.—Little Chick Shoes, 1629 Sherman Ave.

Halls, Tenn.—A. Cohn.

Nashville, Tenn.—Klyman & Son, 2nd and Carroll Sts.

Brownsville, Tenn.—J. H. Ward.

Pocahontas, Tenn.—John Davis.

Cleveland, O.—Greenstein's, 7321 Quincy Ave.

College Point, N. Y.—D. E. Newfield Co., 15-15 122nd St.

Gainesville, Fla.—Stop & Shop, 232 W. Union St.

Maryville, Tenn.—Broadway Bargain Store.

Horicon, Wis.—Emil W. Schilling.

Gilmanton, Wis.—Max Radoff.

Osceola, Neb.—J. H. Eller Co

Athens, Ind.—E. C. Stanton.

New York, N. Y.—Claudette Shoe Co, Inc.

New York, N. Y.—A. H. Klein, Inc., Bronx.

Boston, Mass.—Maurice Sapers Co., Inc., 333 Washington St. (Mfgr.)

Haverhill, Mass.—Wm. Brown Shoe Co., Inc. (Mfgr.)

Cleveland, O.—Carell, Inc.

Greenville, S. C.—Drake-Thompson Co.

Orangeburg, S. C.—Belk's Department Store.

Lyman, S. C.—Lyman Merc. Co.

Cary, Ky.—F. T. Rhea Stores Co.

Camden, Ark.—Stephens & Wallin Stores, Inc.

King City, Mo.—Millan & Wagers Merc. Co.

Indianapolis, Ind.—Oliver's Regal Stores, Inc.

Wilkes-Barre, Pa.—Thrift Shoe Store.

Capac, Mich.—I. L. Wright.

Shell Rock, Ia.—John Whitehead, I. O. O. F. Bldg.

Louisville, Ky.—Sears, Roebuck & Co., Bardstown Rd. and Duker Ave.

Lakewood, O.—Sears, Roebuck & Co., 15027 Detroit. Ave.

Springfield, S. D.—Montgomery Ward & Co.

Wessington Springs, S. D.—Montgomery Ward & Co.

Madison, S. D.—Montgomery Ward & Co.

Birmingham, Ala.—J. C. Croseley, 439 Hibernia.

Bluffton, Ind.—Wm. Alberson.

Marquette, Wis.—Warnke Bros. Inc.

Petersburg, Ind.—Edw. & Alfa Woodruff.

Philadelphia, Pa.—Mayfair Department Store, 7362 Frankford Ave.

Coburg, Ia.—A. Kausgaard.

San Pedro, Cal.—Lazard's Department Store.

Philadelphia, Pa. — Marshall Merchandise Store, 861 N. Marshall St.

Panhandle, Tex.—P. F. Yocham.

Epping, N. H.—Dianna Shoe Co.

New York, N. Y.—J. P. Smith Shoe Co., 120 Broadway.

Cocoanut Grove, Fla.—New York Bargain Store, Inc.

Jersey City, N. J.—Gildins, Inc., 26 Journal Square.

New York, N. Y.—David Shoe Corp.

Walkerton, Ind.—Kiser & Goppert.

Clearwater, Neb.—Absed Store, Macauly Bldg.

Dalhart, Tex.—C. W. Bamberger.

Reedsburg, Wis.—Krueger Bros.

Limestone, Tenn.—Joe Bowman.

Boulder, Colo.—Bybee & Edwards.

Phelan, Tenn.—Jesse Davis.

Manchester, Ky.—Breck Rose.

Elkin, Ind.—R. C. Constantine.

Thief River Falls, Minn.—L. B. Hartz Stores, Inc.

Pottsville, Pa.—Simon Yedinsky, 203 N. Center St.

Scranton, Pa.—Capitol Store, Franklin and Penn Aves.

Ricketts, Ia.—Walter Schultz.

Reedsburg, Wis.—Direct Supply Co.

New London, Wis.—L. & J. Breakstone, Wright Bldg.

Petoskey, Mich.—Gronseth Shoe Store, 427 Mitchell St.

Liberty Center, O.—Morrison's.

Sturgis, Ky.—Fair Store, 503 Adams St.

New York, N. Y.—Schrafs Shoes, Inc., Bronx.

Cushing, Okla.—Landrum & Parr, 114 E. Broadway.

Muscatine, Ia.—Frank Rimmerman, 209 E. 2nd St.

Tulare, Cal.—Patterson & Rose, 143 E. Tulare.

Baraboo, Wis.—Roy Lindman, 121 3rd St.

Memphis, Tenn.—United Unloading Co., 100 N. Main St.

Las Vegas, Nev.—A. Greenberg, Miller Block.

Scranton, Pa.—Friedman's Store, 2012 Pittston Ave.

Scranton, Pa.—David Schainuck, 223 Lackawanna Ave.

Arp, Tex.—M. Kenker.

Wellington, O.—Art's Working Men's Store.

Columbia, S. C.—Stein's Clothing Store, 1522 Main St.

Hamilton, O.—Jesse Uselman, 15 Main St.

Portsmouth, Va.—Hughes Clothing Store, 603 High St.

Minneapolis, Kas.—P. M. Killian.

Jonesboro, Ark.—Roland Hughes.

Evanston, Ill.—McFarland, Inc., 717 Church St.

Philadelphia, Pa.—Jack's Army & Navy Store. 239 South St.

Ada, Okla.—J. J. Cuff Co., 114 E. Main St.

East Prairie, Mo.—W. R. Hollick & Co.

Shawnee, Okla.—Frankel's Department Store.

Martinsville, Va.—Leggetts Department Store.

Louisa, Va.—Louisa Department Store.

Eighty Per Cent of This Man's Customers Repeat

[CONTINUED FROM PAGE 45]

due back in again for a pair of shoes.

"If he doesn't come, we go after him, either through a letter or a telephone call.

"Another thing that brings customers back is *shoe-strings*. How?

"Whenever we sell a pair of shoes, we explain to the customer that he may have shoe-strings as often as he likes and as long as the shoes last.

"We do not put an extra pair in the box unless requested. The chances are they would be lost at the very time the customer wants them most. But if he knows that he can get another pair simply by asking for them, he soon gets the habit."

Simple, is it not? Yet very effective. For every time a man comes in for a pair of shoe-strings, he almost automatically becomes a prospect for another pair or so of shoes.

Yet the thing that counts for most in the shoe business, Mr. Ware has found, is perfect fitting. Only experienced men can do it. The department must stand ready to make good any mistakes. And, when the perfect fit has once been found, the shoe man must make it easy for customers to return,

Rearrangement of the department has also helped to build up a steady increase in shoe sales for Daniell Brothers. In the old store, the shoe department was located in the rear. But when the new store was completed, the shoe department was relocated between the men's furnishings department and the clothing department, and results have more than justified the new position.

Not only was the shoe department relocated; it was thoroughly modernized as well. Panels were placed between the storage shelves and the department proper. On either side of the doors leading through the panels display cases were fitted.

But the most unusual feature of the new department was its location on both sides of the store. Just as bringing the department up from the rear eliminated the "pocket" in which so many shoe departments are placed and into which so few customers wander, so placing shoes on *both* sides of the store, according to Mr. Ware, prevents the attention of the prospect from wandering off.

Everyone who goes into the store to purchase a suit of clothes, to pay a bill or to open up a new account must, perforce, walk through the shoe department.

And as a result of an intelligent location and arrangement, as well as modernization, steadily increased business has been shown by this department. Of course, regular displays are made, not only in the windows on either side of the panel doors, but on a table in the center front of the department.

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One of the assets of Recorder advertising:

GOOD-WILL or PRESTIGE

Good will is a mental chain that binds the customer to your house—your line.

When accounts go over to a competing line, there are weak links in that chain, or the competing line has a stronger chain.

Every link is forged by a separate phase of value—the link of quality, the link of good value, the link of dependability, the link of fairplay, the link of enthusiasm of the salesmen, and many others—each vitally important to the customer's satisfaction.

Advertising your house, its policies and your product, helps greatly to strengthen these links—and is sound economics. Sound—because your competitor's customers read your advertising thus increasing their respect for your line, with always the possibility that some of them will in due time join up with you.

Sound economics, because your present customers are certain to read what you are broadcasting to the open market, checking performance with cold type statements. If they click, you feed your customers confidence, renew and strengthen it, in hundreds of instances just in the nick of time to offset a competitor's rosy promises.

Sound, because your Recorder advertising is your only sure method of adequately feeding the clerk's mind with what should be said about "who made these shoes and how good they are." The merchant buys them, the clerks sell them.

Sound economics, because the thousands of merchants paying to have the Recorder counsel and aid them, guarantee a visibility to your advertising of around 80 per cent of the buying power of America's shoe industry.

Use the Recorder continuously, and it will do an excellent job for you in strengthening your Good Will Chain.

B. C. BOWEN
Western Manager
Boot and Shoe Recorder

Vulco-Unit Box Toes have long been the ultimate selection of wise manufacturers who seek style and beauty at the TOE of their shoes — the *one deciding* factor.

It is the stylish toe that appeals to the woman in her choice of dainty footwear — her first and last consideration.

Nowhere in the entire shoe industry is money so willingly spent as in the creation of new and striking models and nothing more important than their faithful reproduction.

VULCO-UNIT *Thermoplastic* Box Toes not only reproduce the most delicate lines of the last modelers art — but assure enduring style and beauty.

"It's the beauty of the toe that sells the shoe". Be sure and specify *Thermoplastic* BOX TOES in your next order.

BECKWITH MANUFACTURING COMPANY
Statler Building, Boston
Largest Manufacturers of Box Toes in the World

BECKWITH · MFG · COMPANY

CONSIDER THE TOE

IDEAL FOR
SUMMER FOOTWEAR
The flexibility and lightness of Celastic assure that perfect toe comfort so essential during the summer months. It is not affected by heat or moisture and preserves the original appearance intended by the designer. Celastic—the Quality Box Toe is now used in all types and grades of footwear.
United Shoe Machinery Corporation
BOSTON, MASSACHUSETTS
Celastic
THE QUALITY
BOX TOE
USMC

MEN WHO TRAVEL
KNOW THE BEST

Look for the
"D"

ISAC
UNITED
CUSHION
HEEL

United Shoe Machinery Corporation
BOSTON, MASSACHUSETTS

BOOT AND SHOE RECORDER TRADE MARK DIRECTORY FOR 1931

CORRECTED LIST OF TRADE NAMES AND BRANDS OF SHOES AND LEATHERS USED BY UNITED STATES SHOE MANUFACTURERS, WHOLESALERS AND TANNERS.

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THESE LISTS OF BRAND NAMES FOR SHOES AND LEATHER ADOPTED AND USED BY UNITED STATES SHOE MANUFACTURERS, WHOLESALERS, TANNERS AND RETAILERS ARE THE MOST COMPLETE AND ACCURATE PUBLISHED IN ANY FORM. IN CASE OF DUPLICATION OF BRAND NAMES THE BOOT AND SHOE RECORDER DISCLAIMS ALL RESPONSIBILITY, AS IT MERELY RECORDS THE NAMES OF TRADE MARKS AND BRANDS SUPPLIED BY FIRMS WHO SEND THEM TO US FOR LISTING IN THIS DIRECTORY.

EXPLANATORY NOTE

(M) INDICATES MANUFACTURER
(W) INDICATES WHOLESALER
(R) INDICATES RETAILER

DIRECTORY OF TRADE NAMES AND BRANDS OF SHOES

A

A.A.A. Special. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Abbott Shoe, The, Man's Best Friend. Crossett Shoe Co., Boston, Mass. (M)

A. B. C. Ketner-Krater & Co., Orwigsburg, Pa. (M)

A. B. C. Arch Brace Comfort. Durand Shoe Co., Richmond, Me. (M)

Aberdeen. Cambridge Rubber Co., Cambridge Mass. (M)

Aberdeen. The B. F. Goodrich Co., Akron, O. (M)

Abington Shoe, The, Turns Miles into Smiles, for Men and Women. Crossett Shoe Co., N. Abington, Mass. (M)

Abotight. The Abbott Co., Yarmouth, Maine. (M)

Academy Girl. The L. D. Stickles Shoe Co., Red Wing, Minn. (M)

A/C Combination. Hurley Shoe Co., Rockland, Mass. (M)

Ace Hi. Converse Rubber Shoe Co., Malden, Mass. (M)

Ace High. Levy Shoe Co., Montgomery, Ala. (W)

Acorn Brand. Century Shoe Co., Inc., Macungie, Pa. (M)

Acrobat. Shaft-Pierce Shoe Co., Faribault, Minn. (M)

Active Arch—All Leather. Hill Bros. Co., Hudson, Mass. (M)

Active Maid. Ideal Shoe Mfg. Co., Milwaukee, Wis. (M) See Advt. Page 87.

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Activity Shoes. The Walker T. Dickinson Co., Columbus, Ohio. (M) See Advt. Page 83.

Adams. Chicago Footwear Co., Chicago, Ill. (W)

Adapto. Bender Shoe Co., Lynn, Mass. (M)

Adirondack. Endicott Johnson Corp., Endicott, New York. (M)

Admiration—Shoes for Women. The Weyand Shoe Co., Jacksonville, Ill. (M)

Advance Moccasin. Advance Wool Skin Shoe Co., Chicago, Ill. (M)

Advance Shoe, The. Advance Shoe Co., Chicago, Ill. (M)

Advantage. The Servus Rubber Co., Rock Island, Ill. (M)

A. E. Little Shoe, The. A. E. Little Co., Lynn, Mass. (M)

Aero Arch. The Field Bros. Shoe Co., Inc., E. Bridgewater, Mass. (M)

Aero-Line. C. W. Marks Shoe Co., Chicago, Ill. (W)

Afsco. American Felt Slipper Co., Inc., New York City. (M)

Aid-O-Ped Shoes. Leonard & Barrows, Inc., Middleboro, Mass. (M)

Air Mail Shoe. The Air Mail Shoe Co., Division of the United States Shoe Co., Cincinnati, O. (M)

Air-O Heel Rest. Air-O-Pedic Shoe Co., Boston, Mass. (W)

Air-O-Pedic. Air-O-Pedic Shoe Co., Boston, Mass. (W)

Air-O-Pedic Arch. Air-O-Pedic Shoe Co., Boston, Mass. (W)

Air-O-Pedic Junior. Curtis, Stephens, Embry Co., Reading, Pa. (M)

Airplane. Endicott-Johnson Corp., Endicott, N. Y. (M)

Airtred. Cambridge Rubber Co., Cambridge, Mass. (M)

Air-Tred Shoe, The. Ault-Shackford Shoe Co., St. Louis, Mo. (M) See Advt. Page 107.

Air-Tred. Charles A. Eaton Co., Brockton, Mass. (M)

Air Tread. Endicott-Johnson Corp., Endicott, N. Y. (M)

Airway. Endicott-Johnson Corp., Endicott, N. Y. (M)

Ajax. The B. F. Goodrich Co., Akron, O. (M)

Akrite. The B. F. Goodrich Co., Akron, O. (M)

Akron Rubber Co. The B. F. Goodrich Co., Akron, O. (M)

Akron Rubber Shoe Co. The B. F. Goodrich Co., Akron, O. (M)

Aktivator Feature. Central Shoe Co., St. Louis, Mo. (M)

Alaska. Cambridge Rubber Co., Cambridge, Mass. (M)

Alaska. Hood Rubber Co., Watertown, Mass. (M)

Alaska. The Servus Rubber Co., Rock Island, Ill. (M)

Alaskan. The B. F. Goodrich Co., Akron, O. (M)

Alco. Mishawaka Rubber and Woolen Co., Mishawaka, Ind. (M)

Alden Shoe, The. C. H. Alden Co., Abington, Mass. (M)

All Easy. Endicott-Johnson Corp., Endicott, N. Y. (M)

All for Wear. Peters Branch, International Shoe Co., St. Louis, Mo. (M)

Allen-Maid. Wolfe Shoe Mfg. Co., Allentown, Pa. (M)

All Leather Triangle. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Allround. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Allservus. The Servus Rubber Co., Rock Island, Ill. (M)

Allservus Red Over. The Servus Rubber Co., Rock Island, Ill. (M)

All-Sports. The Abbott Co., Yarmouth, Me. (M)

All Sports. Endicott-Johnson Corp., Endicott, N. Y. (M)

All Star (Basket Ball Shoe). Converse Rubber Shoe Co., Malden, Mass. (M)

All Weather. The Servus Rubber Co., Rock Island, Ill. (M)

All Weather Sportocasin. The Abbott Co., Yarmouth, Me. (M)

All Work. Endicott-Johnson Corp., Endicott, N. Y. (M)

Allen's Modish Stouts. S. Allen Shoe Co., Boston, Mass. (W)

Almeda. Morse & Rogers, Branch International Shoe Co., N. Y. C. (W)

Alpine. Hood Rubber Co., Watertown, Mass. (M)

Always Busy Factory, The. Doyle Shoe Co., Brockton, Mass. (M)

Always Easy. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Amalgo. The Bancroft Walker Co., Boston, Mass. (M)

"A Man's Decision"—The Old Colony Shoe. Old Colony Shoe Co., Brockton, Mass. (M)

American Beauty. A. H. Berry Shoe Corporation, Portland, Me. (M)

American Beauty Shoes. Louis Goldman, Denver, Colo.

America's Best Known Shoes. W. L. Douglas Shoe Co., Brockton, Mass. (M)

America's Standard. Endicott-Johnson Corp., Endicott, N. Y. (M)

American. United States Rubber Co., New York City. (M)

American Boy. Menzies Shoe Co., St. Louis, Mo. (M)

American Elk. Endicott-Johnson Corp., Endicott, N. Y. (M)

American Flexible Comfort. Durand Shoe Co., Richmond, Me. (M)

American Gentleman. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

American Gentleman Jr. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

American Girl, The. The Sam B. Wolf Sons Co., Cincinnati, O. (M)

American Hiker. Endicott-Johnson Corp., Endicott, N. Y. (M)

American Infantry. B. & B. Shoe Co., Chicago, Ill. (M)

American Lady. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

American Lassie. Morris Shoe Co., New York City. (W)

American League. Cambridge Rubber Co., Cambridge, Mass. (M)

American Queen. The Jeff Newbury Co., Huntington, W. Va. (W)

American Special. The Jeff Newbury Co., Huntington, W. Va. (W)

Americus. Geo. D. Witt Shoe Co., Southern Dept., Craddock Terry Co., Lynchburg, Va. (M)

Amherst. Hood Rubber Co., Watertown, Mass. (M)

Amoskeag Shoe. F. M. Hoyt Shoe Co., Manchester, N. H. (M)

Anatomik Shoes (For Men and Boys). Field & Flint Co., Brockton, Mass. (M)

Anatomik Shoes (For Women, Misses, Children and Infants). Laird, Schober & Co., Philadelphia, Pa. (M)

Andes. Hood Rubber Co., Inc., Watertown, Mass. (M)

Andover. Hood Rubber Co., Watertown, Mass. (M)

André. I. Miller & Sons, Inc., Long Island City, N. Y. (M) See Advt. Page 115.

Angel Face. Levy Shoe Co., Montgomery, Ala. (W)

Angola. The B. F. Goodrich Co., Akron, O. (M)

Angora. The B. F. Goodrich Co., Akron, O. (M)

Angus. A. G. Spaulding & Bros., Brooklyn, N. Y. (M)

A-ni-ta. Hood Rubber Co., Inc., Watertown, Mass. (M)

Ankleez. Bell, Walt & Co., Inc., Philadelphia, Pa. (W)

Ankle-Fashioned. Nunn, Bush & Weldon Shoe Co., Milwaukee, Wis. (M)

Ann Elise Health Shoe. Ault Shackford Shoe Co., Auburn, Maine. (M) See Advt. Page 107.

Ann Elise Kollege Kicks. Ault-Shackford Shoe Co., Auburn, Me. (M)

Anna Mation. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Anna Walker Arch Joy Shoes. Durand Shoe Co., Richmond, Me. (M)

Annie. Hood Rubber Co., Watertown, Mass. (M)

Annville Brand. A. S. Kreider Shoe Co., Annville, Pa. (M)

Ann X. Kaufman Department Stores, Inc., Allegheny, Pa. (R)

Anoka. Hood Rubber Co., Inc., Watertown, Mass. (M)

Answer Shoe, The. A. E. Little & Co., Lynn, Mass. (M)

Anthracite Shoes. W. A. Weiss & Co., Wilkes-Barre, Pa. (M)

Antioch Shoes. Antioch Shoe Project, Inc., Yellow Springs, Ohio. (M)

Apache. The B. F. Goodrich Co., Akron, O. (M)

Aphrodite. Stern's, New York, N. Y. (R)

Approved Arch Healer. A. Sandler, Boston, Mass. (W)

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DIRECTORY of TRADE NAMES and BRANDS of SHOES

Apsley Brand. Firestone Footwear Co., Boston, Mass. (M)

"A Q" Monogram for Armstrong Quality. D. Armstrong & Co., Inc., Rochester, N. Y. (M)

Arbitrator—Settles All Foot Troubles. Montgomery Shoe Co. of America, Inc., Milwaukee. (W)

ARCH. United Shoe Mfg. Co., St. Louis, Mo. (M)

Arch-Aid (Menihan). The Arch Aid Shoe Co., Rochester, N. Y. (M)

Arch Aid Shoes for Men. M. A. Packard Co., Brockton, Mass. (M)

Arch Benefit Shoe. Ault-Shackford Shoe Co., Auburn, Me. (M)

"Arch-Bilt" Children's Slippers. Chas. Longini & Sons, Cincinnati, O. (W)

Arch-bilt. J. W. Carter Co., Nashville, Tenn. (M)

Arch Brace. The Stanley Duttenhofer Shoe Co., Cincinnati, Ohio. (M)

Arch Care (Men's and Women's). C. W. Marks Shoe Co., Chicago, Ill. (W)

Arch-C-Cura—Men's Goodyear Welt Shoes. Dover Shoe Co., Dover, N. H. (M)

Arch Clasp (Steel Shank). G. P. Crafts Co., Manchester, N. H. (M)

Arch Combination. Thos. G. Plant Corp., Boston, Mass. (M)

Arch Comfort. Endicott-Johnson Corp., Endicott, N. Y. (M)

Arch Comforters—"Ask the woman who wears them". Star Shoe Mfg. Co., Boston, Mass. (M)

Arch Conformer (Pedeo). Dorothy Dodd Shoe Co., Boston, Mass. (M)

Arch Content. J. A. Jonas Shoe Co., Manchester, N. H. (M)

Arch Controller. Ideal Shoe Mfg. Co., Milwaukee, Wis. (M) See Advt. Page 87.

Arch Corrector—Step with Ease. Star Shoe Mfg. Co., Boston, Mass. (M)

Arch Craft. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Arch Delight. Bancroft Walker Co., Boston, Mass. (M)

Arch Developer. Thos. G. Plant Corp., Boston, Mass. (M)

Arch Doctor. Heywood Boot & Shoe Co., Worcester, Mass. (M)

Arch Drop. St. Louis Shoe Mfg. Co., St. Louis, Mo.

Arch Ease. Crossett Shoe Co., Boston, Mass. (M)

Arch-Eneer. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Arch En Tine. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Archer. Hood Rubber Co., Watertown, Mass. (M)

Arch Erector. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

Arch Erector. Marks & Stix Shoe Co., Cincinnati, O. (W)

Archette. C. Gotzian & Co., St. Paul, Minn. (M)

Archetype. C. P. Ford & Co., Inc., Rochester, N. Y. (M)

Arch-Fashioned. Nunn, Bush & Weldon Shoe Co., Milwaukee, Wis. (M)

Arch-Fit. John Ebberts Shoe Co., Buffalo, N. Y. (M)

Arch-Fitta. Muskin Shoe Co., Baltimore, Md. (M)

Arch-Flex. The United States Shoe Co., Cincinnati, O. (M)

Arch Form. Thos. G. Plant Corp., Boston, Mass. (M)

Arch Former. Shipley & Sons, Philadelphia, Pa. (M)

Arch Friend. The Lape & Adler Co., Columbus, O. (M)

Arch-Friend. Julian & Kokenge Co., Cincinnati, O. (M)

Arch Grower. Shipley & Sons, Philadelphia, Pa. (M)

Arch Guard. Chas. M. Kaplan, Philadelphia, Pa. (M)

Arch Guide. Dorothy Dodd Shoe Co., Jamaica Plain, Boston. (M)

Arch Guide. Thos. G. Plant Corp., Boston, Mass.

Arch-Helper. Peters Branch of International Shoe Co., St. Louis, Mo. ((M)

Arch-Helper Health Shoe. Peters Branch of International Shoe Co., St. Louis, Mo. (M)

Arch Keeper Supreme in Style Comfort. J. M. Connell Shoe Co., South Braintree, Mass. (M)

Arch King. Mrs. A. R. King Inc., Philadelphia, Pa. (M)

Archold. O'Donnell Shoe Co., St. Paul, Minn. (M)

Arch Liberator. Brockton Shoe Mfg. Co., Holbrook, Mass. (M)

Arch Maid. Hagerstown Shoe & Legging Co., Hagerstown, Md. (M)

Arch Maker. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Arch Maker Junior. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Archmedic. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Arch Motor. Thos. G. Plant Corp., Boston, Mass. (M)

Arch Mould. The Julian & Kokenge Co., Cincinnati, O. (M)

Arch-O-Pathic. S. J. Brouwer Shoe Co., Milwaukee, Wis. (R)

Arch Ped Estrain. May Department Stores Co., New York, N. Y. (R)

Arch Peg. Holland Shoe Co., Holland, Mich. (M)

Arch-Releaf. Whitney Roth Shoe Co., Cleveland, O. (W)

Arch-Safety. P. J. Monaghan & Co., Baltimore, Md. (M)

Arch Saver. Chapline-Mayer Shoe Co., Milwaukee, Wis. (M)

Arch Shu. A. M. Legg Shoe Co., Pontiac, Ill. (M)

Arch Sprite (Women's Novelties). H. Brant & Sons, Chicago, Ill. (W)

Archer. Julius Altschul & Son, Brooklyn, N. Y. (M)

Arch-Grip. Clement & Ball Shoe Mfg. Co., Baltimore, Md. (M)

Arch Keeper—For Women. J. M. Connell Shoe Co., Inc., So. Braintree, Mass. (M)

Archmedic. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Arch No Nail. Field Bros. & Gross Co., Auburn, Me.

Arch O Pedic. Krippendorf Dittmann Co., Cincinnati, O. (M) See Advt. Page 117.

Arch-O-Thenik. Devine & Yungel Shoe Mfg. Co., Harrisburg, Pa. (M)

Arch Preserver Shoe (Men's and Boys'). E. T. Wright & Co., Inc., Rockland, Mass. (M) See Advt. Front Cover and Page 89.

Arch Preserver Shoe (Women's and Misses'). The Selby Shoe Co., Portsmouth, O. (M) See Advt. Page 107 and Front Cover.

Arch Protector. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

Arch Redeemer. The Feder-Gregg Shoe Co., Cincinnati, O. (M)

Arch Relief. The Walter T. Dickerson Co., Columbus, O. (M)

Arch Relief Shoes. Standard Shoe Co., Inc., Lynn, Mass. (M)

Arch Restorer. The United States Shoe Co., Cincinnati, O. (M)

Arch-Rite Steel Support. Bob Smart Shoe Co., Milwaukee, Wis. (M)

Arch-Safety. P. J. Monaghan & Co., Inc., Baltimore, Md. (M)

Arch Seal. Endicott-Johnson Corp., Endicott, N. Y. (M)

Arch-Sprite. Holmes Terhune Co., Lewiston, Me. (M)

Arco Shoes. Abe Rubel & Co., Corinth, Miss. (W)

Arch Spring Shoe. Peck Shoe Co., Worcester, Mass. (M)

Arch Steady Steppers. Virginia Shoe Co., Inc., Fredericksburg, Va. (M)

Arch Style. The Feder-Gregg Shoe Co., Cincinnati, O. (M)

Arch Support. Endicott-Johnson Corp., Endicott, N. Y. (M)

Arch Sustainer (Men's & Women's). Carson, Pirie Scott & Co., Chicago, Ill. (R)

Arch Sustainer Junior (Children). Carson, Pirie Scott & Co., Chicago, Ill. (R)

Arch-Tite (Men's, Women's and Children's). C. W. Marks Shoe Co., Chicago, Ill. (W)

Arch Tone. The United States Shoe Co., Cincinnati, O. (M)

Arch Trainer. The Irving Drew Co., Portsmouth, O. (M)

Arch Trainer. Shipley & Sons, Philadelphia, Pa. (M)

Arch-Tred. Samuels Shoe Co., St. Louis, Mo. (M)

Arch Triumph. The Roth Shoe Mfg. Co., Cincinnati, O. (M)

Archup. M. A. Packard Co., Brockton, Mass. (M)

Arch-up. Brown Shoe Co., St. Louis, Mo. (M)

Arch-Way. Edwin Clapp & Son, Inc., East Weymouth, Mass. (M) See Advt. Inside Front Cover.

Arden. Hood Rubber Co., Watertown, Mass. (M)

Ardmore. Hood Rubber Co., Watertown, Mass. (M)

Arena. Hood Rubber Co., Watertown, Mass. (M)

Aristocrat. S. J. Brouwer Shoe Co., Milwaukee, Wis. (R)

Aristocrat (Field Boots for Men and Women). O'Donnell Shoe Mfg. Co., St. Paul, Minn. (M)

Aristocrat (Riding Boots for Men and women). O'Donnell Shoe Mfg. Co., St. Paul, Minn. (M)

Arizona. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Arking Shoes Supreme. Mrs. A. R. King, Inc., Philadelphia, Pa. (M)

Arkpedic. Mrs. A. R. King, Inc., Philadelphia, Pa. (M)

Arlen. Mishawaka Rubber and Woolen Co., Mishawaka, Ind. (M)

Arlington. Monroe Bros. & Co., Philadelphia, Pa. (M)

Arlmont. Hood Rubber Co., Inc., Watertown, Mass.

Armode. D. Armstrong & Co., Inc., Rochester, N. H. (M)

Armored Arch. The Emerson Co., Derry, N. H. (M)

Armored Cruiser for Boys, The. The Excelsior Shoe Co., Portsmouth, O. (M)

Armory. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Army. Endicott-Johnson Corp., Endicott, N. Y. (M)

Army. Goodwill Shoe Co., Holliston, Mass. (M)

Army Field. Endicott-Johnson Corp., Endicott, N. Y. (M)

Arnold Glove Grip Shoes. M. N. Arnold Shoe Co., No. Abington, Mass. (M)

Arrielle. Hood Rubber Co., Watertown, Mass. (M)

Arrow. Hood Rubber Co., Watertown, Mass. (M)

Arrow Head. Nath'l. Fisher & Co., New York, N. Y. (M&W)

"Arrow" Moccasins. Arrow Novelty Co., Inc., New York, N. Y. (M)

Arteraft. Slipper Shop, Inc., Dallas, Tex. (R)

Art in Footwear. Boyd-Welsh Shoe Co., St. Louis, Mo. (M)

Art in Shoes. Boyd-Welsh Shoe Co., St. Louis, Mo. (M)

Artsian. Endicott-Johnson Corp., Endicott, N. Y. (M)

Artstyle Shoes. Midvale Shoe Co., St. Louis, Mo. (M)

Asborn Arch. Curtis-Stephens-Embry Co., Inc., Reading, Pa. (M)

Ascot. Hood Rubber Co., Watertown, Mass. (M)

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Ashland. The B. F. Goodrich Co., Akron, O. (M)

Asia. Hood Rubber Co., Watertown, Mass. (M)

Asiatic. Hood Rubber Co., Inc., Watertown, Mass. (M)

Ask the Man Who Wears Them. Hurley Shoe Co., Rockland, Mass. (M)

Athco. Athletic Shoe Mfg. Co., Chicago. (M)

Athena. Hutchinson-Winch, Branch International Shoe Co., Boston, Mass. (W)

Athlete. Endicott-Johnson Corp., Endicott, N. Y. (M)

Athletic. Central Shoe Co., St. Louis, Mo. (M)

Athletic. Hood Rubber Co., Watertown, Mass.

Athletic A/A Arch. Hurley Shoe Co., Rockland, Mass.

Atlantic. Hood Rubber Co., Inc., Watertown, Mass. (M)

Atlantic. Friedman-Shelby Branch, International Shoe Co., St. Louis, Mo. (M)

Atlantic Special. Friedman-Shelby Branch, International Shoe Co., St. Louis, Mo. (M)

At Last-Comfort for Workers. Endicott-Johnson Corp., Endicott, N. Y. (M)

A-to-Z Comfort. Lane Bros. Co., Boston, Mass. (W)

Atta Boy Shoe (for boys). Nu Way Shoe Co., New York, N. Y. (W)

Atwood. A. G. Spalding & Bros., Brooklyn, N. Y. (M)

Augustan Shoe, The—Makes Walking Easy. Crossett Shoe Co., Boston, Mass. (M)

Aunt Jane. Endicott-Johnson Corp., Endicott, N. Y. (M)

Aunt Polly's Outsizes. W. B. Coon Co., Rochester, N. Y. (M)

Aunty Baker. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

Aurora. A. E. Little Co., Lynn, Mass. (M)

Auto. Hood Rubber Co., Watertown, Mass. (M)

Autoshu. Hood Rubber Co., Watertown, Mass. (M)

Auto Shu. Cambridge Rubber Co., Cambridge, Mass. (M)

Avalon. Hood Rubber Co., Watertown, Mass. (M)

Avenette. The B. F. Goodrich Co., Akron, O. (M)

Avenue. Hood Rubber Co., Inc., Watertown, Mass. (M)

Avenue Gaiter. The Servus Rubber Co., Rock Island, Ill. (M)

Aviator. Goodwill Shoe Co., Holliston, Mass. (M)

Aviator. Cambridge Rubber Co., Cambridge, Mass.

Aviator. Bona Allen Inc., Buford, Ga. (M)

Aviator. Phillips-Baker Rubber Co., Providence, R. I. (M)

Avon. Dunham Bros. Co., Brattleboro, Vt.

A. W. Genuine Handturn. Ault-Williamson Shoe Co., Auburn, Me. (M) See Advt. Page 107.

Awning. Hood Rubber Co., Inc., Watertown, Mass.

Az-U-Walk. Gudes Incorporated, Los Angeles, Cal.

B

B. & P. First Grade. B. & P. Footwear Co., Inc., Oswego, N. Y. (M)

B. & P. Slipper Sole. B. & P. Footwear Co., Inc., Oswego, N. Y. (M)

Babe's Frolic. Brown Shoe Co., St. Louis, Mo. (M)

Babewelt. La Londe & Clarke, Inc., Rochester, N. Y. (M)

Babeze Walk Shoe. B. & P. Footwear Co., Inc., Oswego, N. Y. (M)

"Baby Bear" Shoes for Baby's Bare Feet. Keehn Bros., Chicago, Ill. (W)

Baby Buster. Brown Shoe Co., St. Louis, Mo. (M)

Baby Dear. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Baby Dimple. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Baby's First Walk. B. & P. Footwear Co., Inc., Oswego, N. Y. (M)

Baby's First Walk Shoe. B. & P. Footwear Co., Inc., Oswego, N. Y. (M)

Baby Grand. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Baby Grand. H. Malkin's Sons, New York, N. Y. (W)

Baby Mine. Eby Shoe Co., Inc., Ephrata, Pa. (M)

Baby Ruth. J. Dunoff & Sons, Philadelphia, Pa. (M)

Baby Scott. Doerman Shoe Mfg. Co., S. Milwaukee, Wis. (M)

Baby Step. Richard White & Co., Inc., Philadelphia, Pa. (M)

Bachman. M. H. Bachman Shoe Co., Middletown, Pa. (M)

Badger. The Goodyear Rubber Co., Middletown, Conn. (M)

Badger Brand-Standard Third Quality. La Crosse Rubber Mills Co., La Crosse, Wis. (M)

Balance Arch. A. S. Kreider Shoe Co., Annville, Pa. (M)

Balancer. Shaft-Pierce Shoe Co., Faribault, Minn. (M)

Ball-Band. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Ball Bearing Heel. Shaft-Pierce Shoe Co., Faribault, Minn. (M)

Ball-Fashioned. Nunn, Bush & Weldon Shoe Co., Milwaukee, Wis. (M)

Balloon. Firestone Footwear Co., Boston, Mass. (M)

Ballroom. Winchell Shoe Mfg. Co., Natick, Mass. (M)

Ballroom Feature Arch. Winchell Shoe Mfg. Co., Natick, Mass. (M)

Balsam. The B. F. Goodrich Co., Akron, O. (M)

Baltic. Cambridge Rubber Co., Cambridge, Mass. (M)

Banco (for rubber overshoes). The Dayton Co., Minneapolis, Minn.

Bancroft. H. E. Smith & Son, Inc., Worcester, Mass. (W)

Band Grip. Roth Shoe Mfg. Co., Cincinnati, O. (M)

Bang. Endicott-Johnson Corp., Endicott, N. Y. (M)

Bangor. The B. F. Goodrich Co., Akron, O. (M)

Banister. Jas. A. Banister Co., Newark, N. J. (M)

Banker. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Banner. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Barbara. Cambridge Rubber Co., Cambridge, Mass. (M)

Barbara. Hood Rubber Co., Watertown, Mass. (M)

Barbara Brown. Brown Shoe Co., St. Louis, Mo. (M)

Barbette. Cambridge Rubber Co., Cambridge, Mass. (M)

Barker Brand. Huntington Shoe and Lea. Co., Huntington, Ind. (M)

Barker Moccasins. Barker Shoe Co., Inc., Auburn, Me. (M)

Barnard. The B. F. Goodrich Co., Akron, O. (M)

Barnshu. Hood Rubber Co., Inc., Watertown, Mass. (M)

Baroness. Hood Rubber Co., Watertown, Mass. (M)

Barrister. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Barton. Hood Rubber Co., Watertown, Mass. (M)

Baseball. Endicott-Johnson Corp., Endicott, N. Y. (M)

Basketball. Endicott-Johnson Corp., Endicott, N. Y. (M)

Bass Golf Moccasins. G. H. Bass & Co., Wilton, Me. (M)

Bass Shoe for Hard Service. G. H. Bass & Co., Wilton, Me. (M)

Bass Sport Welts. G. H. Bass & Co., Wilton, Me. (M)

Bass Wee-Mocs. G. H. Bass & Co., Wilton, Me. (M)

Bass Woc-O-Mocs. G. H. Bass & Co., Wilton, Me. (M)

Bata—Worn the World Over. Bata Shoe and Leather Co., Boston, Mass. (M)

Bates Eight. Bates Shoe Co., Webster, Mass. (M)

Bates Shoe, The. Bates Shoe Co., Webster, Mass. (M)

Bathshu. Hood Rubber Co., Watertown, Mass. (M)

Baton. Hood Rubber Co., Watertown, Mass. (M)

Battalion. Endicott-Johnson Corp., Endicott, N. Y. (M)

Battery. Endicott-Johnson Corp., Endicott, N. Y. (M)

Battery. Hood Rubber Co., Watertown, Mass.

Batle Axe. Stephen Putney Shoe Co., Richmond, Va. (W)

Battleship. Brown Shoe Co., St. Louis, Mo. (M)

Battleship. Cambridge Rubber Co., Cambridge, Mass. (M)

Bayshore. Hood Rubber Co., Inc., Watertown, Mass. (M)

Bayside. Hood Rubber Co., Watertown, Mass. (M)

B.B.B. Given Bros. Shoe Co., El Paso, Texas. (W)

Beach Guard. Cambridge Rubber Co., Cambridge, Mass. (M)

Beachshu. Hood Rubber Co., Watertown, Mass. (M)

Beacon Kling-Arch. F. M. Hoyt Shoe Co., Manchester, N. H. (M) See Advt. Page 87.

Bear Brand Moccasins. Matchland Shoe Co., Boston, Mass. (W)

Bear Brand Shoes. Steven Strong Shoe Co., Milwaukee, Wis. (W)

Bear Cat. Endicott-Johnson Corp., Endicott, N. Y. (M)

Bear Mountain. Morse & Rogers, Branch International Shoe Co., N. Y. C. (W)

Bear The Wear. Steven Strong Shoe Co., Milwaukee, Wis. (M)

Beatsall. Endicott-Johnson Corp., Endicott, N. Y. (M)

Beau-Braid. The Forbush Shoe Co., No. Grafton, Mass. (M)

Beau Brummel. McElroy Sloan Shoe Co., St. Louis, Mo. (M)

Beau-Monde Fine Shoes. Martin-Weinstein Shoe Co., Brooklyn, N. Y.

Beauty. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Beauty. Peters Branch, International Shoe Co., St. Louis, Mo. (M)

Beauty Arch. Sherwood Shoe Co., Rochester, N. Y. (M)

Beauty Maid Shoes. Wolff Tober Shoe Mfg. Co., St. Louis, Mo. (M)

Beauty Queen. Groves Shoe Co., Chicago, Ill. (W)

Beb. Teen. Stern Bros., New York City. (R)

Behm Arch Grip for Men. R. H. Lane & Co., Inc., Toledo, O. (W)

Behring. Hood Rubber Co., Watertown, Mass. (M)

Bel-Aixe. Gude's, Inc., Los Angeles, Cal.

Belfast. Hood Rubber Co., Inc., Watertown, Mass. (M)

Bell Brand. Craddock-Terry Co., Lynchburg, Va. (M)

Bell Brand. United States Rubber Co., New York, N. Y. (M)

Belle. The Servus Rubber Co., Rock Island, Ill. (M)

Belleville Boys Shoes. Belleville Shoe Mfg. Co., Belleville, Ill. (M)

Belmont. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Belmont. Hood Rubber Co., Watertown, Mass. (M)

Belmont. C. A. Stanton's Sons, Madison, Ind. (W)

Bench Made. The Western Shoe Co., Toledo, O. (W)

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Bend Easy. Winchell Shoe Mfg. Co., Natick, Mass. (M)

Ben E. Ficial. Joseph F. Corcoran Shoe Co., Brockton, Mass. (M)

Ben Hur. Jno. J. Schulten & Co., Louisville, Ky. (W)

Benriche. Bradley-Goodrich Co., Inc., Haverhill, Mass. (M)

Benton. The B. F. Goodrich Co., Akron, O. (M)

Ben Waite. Greene Anthony & Co., Providence, R. I. (W)

Bergmann Logger, The. Theo. Bergmann Shoe Mfg. Co., Portland, Ore. (M)

Bergmann Scaler, The. Theo. Bergmann Shoe Mfg. Co., Inc., Portland, Ore. (M)

Bergmann Shoe, The. Theo. Bergmann Shoe Mfg. Co., Inc., Portland, Ore. (M)

Bergmann Springsole, The. Theo. Bergmann Shoe Mfg. Co., Inc., Portland, Ore. (M)

Berkeley—For Men & Boys. General Footwear Corp., New York City. (M)

Berkley. Hood Rubber Co., Inc., Watertown, Mass. (M)

Berks. The B. F. Goodrich Co., Akron, O. (M)

Berkshire. Hood Rubber Co., Watertown, Mass. (M)

Bern. Hood Rubber Co., Watertown, Mass. (M)

Bertol Brand. Endicott-Johnson Corp., Endicott, N. Y. (M)

Berwick. Nath'l Fisher & Co., New York, N. Y. (M&W)

Besco. Becket Shoe Co., Inc., Salem, Mass. (M)

Bessener. Morse & Rogers, Branch International Shoe Co., New York City. (W)

Best Ever. Best Ever Slipper Co., Inc., Brooklyn, N. Y. (M) See Advt. Page 85.

Best In The West. W. E. Carter, Vancouver, Wash. (W)

Best Made. Bows Moccasin Shoe Co., Avon, Mass. (M)

Best on Earth. The Western Shoe Co., Toledo, O. (W)

Best-ov-al. The Jandorf Oxberry Co., New York City. (M)

Best Pals. Graham Bumgarner Co., Parkersburg, W. Va. (W)

Bestyle. S. Goldberg & Co., Inc., Passaic, N. J. (M)

Betsy Jane. Alfred J. Sweet Co., Auburn, Me. (M)

Betsy Ross Arch Comfort (Women's). C. W. Marks Shoe Co., Chicago, Ill. (W)

Betsy Ross Comfort Line. C. W. Marks Shoe Co., Chicago, Ill. (W)

Better Babies' Shoes. Tootsies, Inc., Rochester, N. Y. (M)

Better-Maid. Endicott-Johnson Corp., Endicott, N. Y. (M)

Better Shoes for Everybody. Endicott-Johnson Corp., Endicott, N. Y.

Bett-Lee. H. E. Ackerman, Boston, Mass.

Betty. Betty Shoe Co., Brooklyn, N. Y. (M)

Betty. Cambridge Rubber Co., Cambridge, Mass. (M)

Betty Bliss. Samuel L. Bass Shoe Co., New York City. (W)

Better Boot. The Nocona Boot Co., Inc., Nocona, Texas. (M)

Betty Boot. Phillips-Baker Rubber Co., Providence, R. I. (M)

Betty Brown. Brown Shoe Co., St. Louis, Mo. (M)

Betty Jane. The Miller Shoe Co., Cincinnati, O. (M)

Betty Shoe, The. Betty Shoe Co., Inc., Brooklyn, N. Y. (M)

Betty Vernon. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Beverly Hills Vanities. W. L. Delaney Co., Beverly, Mass. (M)

B-F Shoe. B. Friedman Shoe Co., Inc., New York City. (W)

B. F. Beker & Friedman, Inc., New York City. (M)

Biarritz. The Miller Rubber Co., Akron, O. (M)

Big Boy. Endicott-Johnson Corp., Endicott, N. Y. (M)

Big Brother. Jno. J. Schulten & Co., Louisville, Ky. (W)

Big "C" Line. Converse Rubber Co., Malden, Mass. (M)

Big Chief. Endicott-Johnson Corp., Endicott, N. Y. (M)

Big 4, The. Melville Shoe Corporation, New York City. (R)

"Big Four"—Canadian. Melville Shoe Corp., New York City. (R)

Big Four Shoe, The. Shoe Specialty Co., St. Paul, Minn. (W)

Big "K" Line, The. The Big K Shoe Co., Cincinnati, O. (M)

Big Nine. Converse Rubber Shoe Co., Malden, Mass. (M)

Big Parade. J. K. Orr Shoe Co., Atlanta, Ga. (M)

Big Scout. Endicott-Johnson Corp., Endicott, N. Y. (M)

Billy & Betty. Hagerstown Shoe & Legging Co., Inc., Hagerstown, Md. (M)

Billy Boot, The—Best Under the Son. Red Wing Shoe Co., Red Wing, Minn. (M)

Billyboy. McElroy Sloan Shoe Co., Western Dept. Craddock-Terry Co., St. Louis, Mo. (M)

Billy Buster. Washington Shoe Mfg. Co., Seattle, Wash. (W)

Billy Col. Endicott-Johnson Corp., Endicott, N. Y. (M)

Billykid. McElroy Sloan Shoe Co., Western Dept. Craddock-Terry Co., St. Louis, Mo. (M)

Billiken. McElroy Sloan Shoe Co., Western Dept. Craddock-Terry Co., St. Louis, Mo. (M) See Advt. Page 93.

Biltmore. Hood Rubber Co., Watertown, Mass. (M)

Biltmore Slippers. The Big "K" Shoe Co., Cincinnati, O. (M)

Bingo. Binghamton Shoe & Rubber Co., Binghamton, N. Y. (W)

Bion Shoe, The. Bion F. Reynolds Co., Brockton, Mass. (M)

Bion F. Reynolds Arch Rectifier. Bion F. Reynolds Co., Brockton, Mass. (M)

Bion F. Reynolds Shoe, The. Bion F. Reynolds Co., Brockton, Mass. (M)

Birdie Four. Endicott-Johnson Corp., Endicott, N. Y. (M)

Bisque. C. B. Slater Co., South Braintree, Mass. (M)

B. Jane Miller Health Shoes. The Miller Shoe Co., Cincinnati, O. (M)

Black Bear. Endicott-Johnson Corp., Endicott, N. Y. (M)

Blackbear. Cambridge Rubber Co., Cambridge, Mass. (M)

Black Diamond. Peters Branch, International Shoe Co., St. Louis, Mo. (M)

Black Eagle. Endicott-Johnson Corp., Endicott, N. Y. (M)

Blackhawk. Converse Rubber Shoe Co., Malden, Mass. (M)

Black Hawk. Endicott-Johnson Corp., Endicott, N. Y. (M)

Blackhawk. The Servus Rubber Co., Rock Island, Ill. (M)

Black Hawks. Ideal Shoe Mfg. Co., Milwaukee, Wis. (M)

Black Jacket. Converse Rubber Shoe Co., Malden, Mass. (M)

Black Rock. Julius Goldstein & Sons, Boston, Mass.

Black Rock. Matchland Shoe Co., Boston, Mass. (W)

Black Rock, Jr. Matchland Shoe Co., Boston, Mass. (W)

Black Rock Maid. Matchland Shoe Co., Boston, Mass. (W)

Blackwood. Hood Rubber Co., Watertown, Mass. (M)

Blazer. Endicott-Johnson Corp., Endicott, N. Y. (M)

Blinkers. Strout, Stritter & Co., Inc., Lynn, Mass. (M)

Blizzard. Endicott-Johnson Corp., Endicott, N. Y. (M)

Blizzard. The B. F. Goodrich Co., Akron, O. (M)

Blizzard Helmet. Mondl Mfg. Co., Oshkosh, Wis. (M)

Bloom Ease. Bloom Bros. Co., Minneapolis, Minn. (M)

Bloxshu. Hood Rubber Co., Inc., Watertown, Mass. (M)

Blue and Gold. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Blue Bell. Adams Shoe Co., Adamsdale, Pa. (M)

Blue Bill. Alward, Anderson, Southard Co., Chicago, Ill. (M)

Blue Bird. Cohen Adler Shoe Co., Baltimore, Md. (W)

Blue Bird Shoes for Girls. Bleecker Shoe Co., New York City, N. Y.

Blue Chief. Endicott-Johnson Corp., Endicott, N. Y. (M)

Blue Coin. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Blue Diamond Quality. Phillips-Baker Rubber Co., Providence, R. I. (M)

Bluegrass Belle. Jno. J. Schulten & Co., Louisville, Ky. (W)

Blue Label Work Shoes. Smith & Herrick Co., Albany, N. Y. (W)

Blue-Moc. (For Men and Boys). Lovell Shoe Co., Waterbury, Conn. (W)

Blue Ribbon. Brown Shoe Co., St. Louis, Mo. (M)

Blue Ribbon. Morse & Rogers, Branch International Shoe Co., New York City. (W)

Blue Ridge. Nath'l. Fisher & Co., New York, N. Y. (M W)

Blue Ridge. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Blue Tip. B. A. Corbin & Son Co., Marlboro, Mass. (M)

"Blue-Tip" Shoes. Keehn Bros., Chicago, Ill. (W)

Bobby Burns. Bona Allen, Inc., Buford, Ga. (M)

"Bobby Burns" for Boys. H. E. Ackerman, Boston, Mass. (W)

Bob Campbell Professional Golf Shoe. Powell & Campbell, New York City. (W)

Bob Lane—$4.00 Shoe. R. H. Lane & Co., Inc., Toledo, O. (W)

Bob Smart. Bob Smart Shoe Co., Milwaukee, Wis. (M)

Body Balanced. The Munroe Shoe Co., Inc., Auburn, Me. (M)

Bohol. Hood Rubber Co., Watertown, Mass. (M)

Bona Allen Shoe. Bona Allen, Inc., Buford, Ga. (M)

Bonnie Laddie. Morse & Rogers, New York City. (W)

Bonnie Rest. Frank H. Pfeiffer Co., Inc., Worcester, Mass. (M)

Bonny Kate. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Bootee. Hood Rubber Co., Watertown, Mass. (M)

Booth Shoe, The. (Mark of Integrity). Walter Booth Shoe Co., Milwaukee, Wis. (M)

Bootiers to the Stars. Elias Katz Shoe Factories Inc., Los Angeles, Calif. (M)

Bostonians—Shoes for Men. Commonwealth Shoe & Leather Co., Whitman, Mass. (M) See Advt. Page 81.

Boston School Shoe Warranted. Hutchinson-Winch Branch, International Shoe Co., Boston, Mass. (W)

Bowdoin. Hood Rubber Co., Watertown, Mass. (M)

Bows Made. Bows Moccasin Shoe Co., Avon, Mass. (M)

Bowspring. (Men's and Children's). Carson, Pirie, Scott & Co., Chicago, Ill. (R)

Boyd Welsh Process (Street and Theatrical Footwear). Boyd-Welsh Shoe Co., St. Louis, Mo. (M)

Boyden's Shoes for Men. French, Shriner & Urner, Boston, Mass. (M)

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Boylston. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Boylston. Hood Rubber Co., Watertown, Mass. (M)

Boys Club. Endicott-Johnson Corp., Endicott, N. Y. (M)

Boys' Fearless. Endicott-Johnson Corp., Endicott, N. Y. (M)

Boys' Pride. Service Shoe Mfg. Co., East Berlin, Pa. (M)

Boy Proof. Endicott-Johnson Corp., Endicott, N. Y. (M)

Bracken. A. G. Spalding & Bros., New York City. (M)

Bradds. Bradley-Goodrich Co., Inc., Haverhill, Mass. (M)

Bradford. The B. F. Goodrich Co., Akron, O. (M)

Braeburn. Heywood Boot & Shoe Co., Worcester, Mass. (M)

Brae-Burn. Hood Rubber Co., Inc., Watertown, Mass. (M)

Brampton. Franklin Simon & Co., Inc., New York, N. Y. (R)

Brandau. Brandau Shoe Co., Detroit, Mich. (W)

Brandau Detroit. Brandau Shoe Co., Detroit, Mich. (W)

Brennan Shoe, The. Richards & Brennan Co., Randolph, Mass. (M) See Advt. Page 111.

Breton. Hood Rubber Co., Watertown, Mass. (M)

Bretton. Hood Rubber Co., Watertown, Mass.

Brewster. Hood Rubber Co., Watertown, Mass. (M)

Brighton. Wm. Eastwood & Son Co., Rochester, N. Y. (M)

Brighton Women's Novelties. H. Brandt & Sons, Chicago, Ill. (W)

Brite-Shine. Central Shoe Co., St. Louis, Mo. (M)

Britania. Dunham Bros. Co., Brattleboro, Vt. (W)

British Bull Dog. Stephen Putney Shoe Co., Richmond, Va. (W)

Broadway Shoe. Sam Levy & Co., Nashville, Tenn. (W)

Brockton Bench Made (Men's). C. W. Marks Shoe Co., Chicago, Ill. (W)

Brockton Varsity Five. Doyle Shoe Co., Brockton, Mass. (M)

Broncho. Converse Rubber Shoe Co., Malden, Mass. (M)

Brontex. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Bronx Elk. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Brooklyn Maid (For Women, Wisses and Children). Nu-Way Shoe Co., New York City. (W)

Brotherhood. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Brotherhood. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Brother & Sister. Rubin Shoe Co., New York City. (W)

Brouwer's Research. S. J. Brouwer Shoe Co., Milwaukee, Wis. (R)

Brown's Arch Rest. Brown Shoe Co., St. Louis, Mo. (M)

Brownbear. Cambridge Rubber Co., Cambridge, Mass. (M)

BROWNbilt. Brown Shoe Co., St. Louis, Mo. (M)

Brown Bilt Tread Straight. Brown Shoe Co., St. Louis, Mo. (M) See Advt. Page 95.

Brownie. Saucony Shoe Mfg. Co., Inc., Kutztown, Pa. (M)

Brown Buster. Brown Shoe Co., St. Louis, Mo. (M)

Brown Juniors. Brown Shoe Co., St. Louis, Mo. (M)

Brown's Gunboats. Brown Shoe Co., Inc., Clayton, N. J. (M)

Brown Value. Brown Shoe Co., St. Louis, Mo. (M)

Brownwelt. Brown Shoe Co., St. Louis, Mo. (M)

Bruin (Men's shoes). Stewart-Dawes Shoe Co., Inc., Los Angeles, Calif. (M)

Brutus. Holland Shoe Co., Holland, Mich. (M)

Bruxshu. Brooks Shoe Mfg. Co., Philadelphia, Pa. (M)

Bryn Mawr. The B. F. Goodrich Co., Akron, O. (M)

Buccaneer. Cambridge Rubber Co., Cambridge, Mass. (M)

Buck Scout. Endicott-Johnson Corp., Endicott, N. Y. (M)

Buckeye. The B. F. Goodrich Co., Akron, O. (M)

Buckskin. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

"Bud Brown"—Boys' Shoes. Brown Gregory Shoe Co., Salem, Mass. (M)

Buddy. Endicott-Johnson Corp., Endicott, N. Y. (M)

Buddy Brandt. H. Brandt & Sons, Chicago, Ill. (W)

Buck-Hecht. Buckingham & Hect, San Francisco, Calif. (M)

Buck-Mocs. Buckingham & Hecht, San Francisco, Calif. (M)

Buck-Strips. Buckingham & Hecht, San Francisco, Calif. (M)

Buckley's Buckleyskins. Buckley Shoe Co., Inc., Houston, Texas. (R)

Buckley Foot Form. Buckley Shoe Co., Inc., Houston, Texas. (R)

Buckley's Houstonian. Buckley Shoe Co., Inc., Houston, Texas. (R)

Buckley's King of Hunters. Buckley Shoe Co., Inc., Houston, Texas. (R)

Buckley's Saddle Boots. Buckley Shoe Co., Inc., Houston, Texas. (R)

Buckley's Truss Shank. Buckley Shoe Co., Inc., Houston, Texas. (R)

Buddy. Lynchburg Shoe Co., Inc., Lynchburg, Va. (W)

Buddy Botti Step Shoe. The Buddy Botti Step Shoe, Inc., Bethlehem, Pa.

Builder. Goodwill Shoe Co., Holliston, Mass. (M)

Builder. Hood Rubber Co., Watertown, Mass. (M)

Built by Forbush. The Forbush Shoe Co., No. Grafton, Mass. (M)

Buk-Ide. Cambridge Rubber Co., Cambridge, Mass. (M)

Buildog. Hood Rubber Co., Watertown, Mass. (M)

Bull Dog Wear in Every Pair. John Pilling Shoe Co., Lowell, Mass. (M)

Bull Pup. Graham Bumgarner Co., Parkersburg, W. Va. (W)

Bullseye. Hood Rubber Co., Watertown, Mass. (M)

Bunion Last. Heywood Boot & Shoe Co., Worcester, Mass. (M)

Bunny. Brown Shoe Co., St. Louis, Mo. (M)

Bunny Boot. Hood Rubber Co., Watertown, Mass. (M)

Burns Shoe. John Runyon Burns, Endicott, N. Y. (M)

Burt and Packard Korrect Shape, The. Field & Flint Co., Brockton, Mass. (M)

Burt, Edwin C. Cantilever Corp., Brooklyn, N. Y. (M)

Burton Brown. Brown Shoe Co., St. Louis, Mo. (M)

Burtram Brand. Rubin Shoe Co., New York City. (W)

Buster Brown. Brown Shoe Co., St. Louis, Mo. (M) See Advt. Page 95.

Buster Brown Tread Straight. Brown Shoe Co., St. Louis, Mo. (M) See Advt. Page 95.

Butte. The B. F. Goodrich Co., Akron, O. (M)

Butterfly. Chicago Footwear Co., Chicago, Ill. (W)

Butterfly Footwear. Geo. B. Leavitt Co., Farmington, N. H. (M)

B. W. (Business Woman). The Roth Shoe Mfg. Co., Cincinnati, O. (M)

Bye Baby Bunting (Soft Soles). Mid West Shoe Co., Chicago, Ill. (M)

By Special Appointment. Forbush Shoe Co., No. Grafton, Mass. (M)

C

Cabinet. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Caboose. Converse Rubber Shoe Co., Malden, Mass. (M)

Caddy. Hood Rubber Co., Watertown, Mass. (M)

Cadet. Converse Rubber Shoe Co., Malden, Mass. (M)

Cadiz. Hood Rubber Co., Watertown, Mass. (M)

Caesar. Converse Rubber Shoe Co., Malden, Mass. (M)

Calf Skin. Samuel Brilliant & Co., Boston, Mass.

Calmet. The B. F. Goodrich Co., Akron, O. (M)

Calumet. Hood Rubber Co., Watertown, Mass. (M)

Calzado El Faro. F. M. Hoyt Shoe Co., Manchester, N. H. (M)

Camco. Cambridge Rubber Co., Cambridge, Mass. (M)

Camco-Crest. Cambridge Rubber Co., Cambridge, Mass. (M)

Camden. Converse Rubber Shoe Co., Malden, Mass. (M)

Camden. Graham Bumgarner Co., Parkersburg, W. Va. (W)

Camel. B. A. Corbin & Son Co., Marlboro, Mass. (M)

Camel. Hood Rubber Co., Watertown, Mass. (M)

Camkid. Cambridge Rubber Co., Cambridge, Mass. (M)

Camp. Goodwill Shoe Co., Holliston, Mass. (M)

Camper. Endicott-Johnson Corp., Endicott, N. Y. (M)

Campmox. Berkshire Footwear Corp., Holliston, Mass. (M)

Campus. Hood Rubber Co., Watertown, Mass. (M)

Campus Maid (Women's). C. W. Marks Shoe Co., Chicago, Ill. (W)

Camsuede. Cambridge Rubber Co., Cambridge, Mass. (M)

Camtex. Cambridge Rubber Co., Cambridge, Mass. (M)

Canada. The B. F. Goodrich Co., Akron, O. (M)

Candee. United States Rubber Co., New York City. (M)

Canny Grip. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Canopic. Hood Rubber Co., Watertown, Mass. (M)

Cantilever Shoe. Cantilever Sales Corp., Brooklyn, N. Y. (M)

Cantilever. Ground Gripper Shoe Co., Inc., New York, N. Y. (M)

Canuck. Converse Rubber Shoe Co., Malden, Mass. (M)

Capezio. Capezio, New York City. (M)

Capitol. Converse Rubber Shoe Co., Malden, Mass. (M)

Capitol. Wiley-Bickford-Sweet Co., Worcester, Mass. (M)

Capitol Styles Complete the Costume. Capitol Shoemakers, Inc., St. Louis, Mo. (M)

Captain. Converse Rubber Shoe Co., Malden, Mass. (M)

Captain Jack. Hutchinson-Winch Branch, International Shoe Co., Boston, Mass. (W)

Captain Kid. Cambridge Rubber Co., Cambridge, Mass. (M)

Captain Kidd. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

Cardinal. The B. F. Goodrich Co., Akron, O. (M)

Cardinal Brand. James Shoe Mfg. Co., Milwaukee, Wis. (M)

Carlette. Hood Rubber Co., Watertown, Mass. (M)

Carlisle. Carlisle Shoe Co., Carlisle, Pa. (M)

Carlisle Fether Wate Process. Carlisle Shoe Mfg. Co., Carlisle, Pa. (M)

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Carlisle Lyter Wate Process. Carlisle Shoe Mfg. Co., Carlisle, Pa. (M)

Carlton. Hood Rubber Co., Watertown, Mass. (M)

Carmel. Hood Rubber Co., Watertown, Mass. (M)

Carmo Shoes. Carmo Shoe Mfg. Co., Carthage, Mo.

Carnival. Endicott-Johnson Corp., Endicott, N. Y. (M)

Carnival. Hood Rubber Co., Watertown, Mass. (M)

Carpenter. Goodwill Shoe Co., Holliston, Mass. (M)

Carrie-Well Health Shoes. Roberts, Johnson & Rand, Branch of International Shoe Co., St. Louis, Mo. (M)

Carter's (J. W.) Correct Comfort Shoe. J. W. Carter Co., Nashville, Tenn. (M)

Carton Carrier. Melville Shoe Corp., New York City. (R)

Cascade. Peters Branch, International Shoe Co., St. Louis, Mo. (M)

Cascade Special. Peters Branch, International Shoe Co., St. Louis, Mo. (M)

Casco. Hood Rubber Co., Watertown, Mass. (M)

Case Shoe. Peck Shoe Co., Worcester, Mass. (M)

Casino. Hood Rubber Co., Watertown, Mass. (M)

Castine. Hood Rubber Co., Watertown, Mass. (M)

Castle Shoes. Kessler-Levin Shoe Mfg. Co., Inc., Baltimore, Md. (M)

Catherina. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Cavalier—Men's and Boys' shoes. H. Gordon, New York City. (W)

C. B. Slater, The. C. B. Slater Co., South Braintree, Mass. (M)

Cebu. Hood Rubber Co., Watertown, Mass. (M)

Celebrated Dr. Arthur's Cushion Sole Shoes, The. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Celebrated Dr. Harris Cushion Sole Shoe, The. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Celeste. Johnson, Stephens & Shinkle Shoe Co., St. Louis, Mo. (M)

Celoc. Hood Rubber Co., Watertown, Mass. (M)

Celtic. Hood Rubber Co., Watertown, Mass. (M)

Center. Hood Rubber Co., Watertown, Mass. (M)

Central Shoes. Central Shoe Co., St. Louis, Mo. (M) See Advt. Page 95.

Central's "Easy Flex" Shoe. Central Shoe Co., St. Louis, Mo. (M)

Central's Perfect Health Arch Shoe. Central Shoe Co., St. Louis, Mo. (M)

Central Shoes. Central Shoe Co., St. Louis, Mo. (M)

Centre Tread Shoes. Heywood Boot & Shoe Co., Worcester, Mass. (M)

Centrope. Hood Rubber Co., Watertown, Mass. (M)

Century. Friedman Shelby Branch, International Shoe Co., St. Louis, Mo. (M)

Century. Hood Rubber Co., Watertown, Mass. (M)

Ceylon. Converse Rubber Shoe Co., Malden, Mass. (M)

Challenge. Endicott-Johnson Corp., Endicott, N. Y. (M)

Challenger—For Men. Excelsior Shoe Co., Portsmouth, O. (M)

Champion Health Shoes, Built as Nature Intended Foot Health Shoes. Morris Zacharoff, New York, N. Y.

Chancellor. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Channing Shoe, The. Channing Shoe Co., Stoneham, Mass. (M)

Charles E. Lynch. Chas. E. Lynch Shoe Mfg. Co., Inc., Brockton, Mass. (M)

Charleston. Cambridge Rubber Co., Cambridge, Mass. (M)

Charm. Endicott-Johnson Corp., Endicott, N. Y. (M)

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Charter Oak. Endicott-Johnson Corp., Endicott, N. Y. (M)

Chas. Domby. Krippendorf-Dittmann Co., Cincinnati, O. (M)

Chauffeur. Endicott-Johnson Corp., Endicott, N. Y. (M)

Chauffeur. Goodwill Shoe Co., Holliston, Mass. (M)

Checker. Hood Rubber Co., Watertown, Mass. (M)

CHECK-O Interwoven Shoes. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Cherokee. The B. F. Goodrich Co., Akron, O. (M)

Chesapeake. Chesapeake Shoe Mfg. Co., Baltimore, Md. (M)

Chesapeaker. Hood Rubber Co., Watertown, Mass. (M)

Chesco X Er Size Arch. The Chesapeake Shoe Mfg. Co., Baltimore, Md. (M)

Chesco Welts. Chesapeake Shoe Mfg. Co., Baltimore, Md. (M)

Chesterfield. Dunham Bros. Co., Brattleboro, Vt. (W)

Chic. Edna S. Ward, New York, N. Y.

Chicagoan Shoe. J. P. Smith Shoe Co., Chicago, Ill. (M)

Chicago Maid (Women's). C. W. Marks Shoe Co., Chicago, Ill. (W)

Chick-A-Dee. Morse & Rogers, New York City. (W)

Chickette. Hood Rubber Co., Watertown, Mass. (M)

Chief. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Chief of Police. Endicott-Johnson Corp., Endicott, N. Y. (M)

Chieftain. Eady Shoe Mfg. Co., Otsego, Mich.

Child Life Shoes. Wiswell-Everston Shoe Mfg. Co., Cedar Grove, Wis. (M)

Child Life Shoes. Cedar Grove Mfg. Shoe Co., Cedar Grove, Wis. (M)

Child's Reformer. Thomas S. Childs, Inc., Holyoke, Mass. (R)

Childs' Studio Model. Thomas S. Childs, Inc., Holyoke, Mass. (R)

Chinook. Converse Rubber Shoe Co., Malden, Mass. (M)

Chippewa. The B. F. Goodrich Co., Akron, Ohio. (M)

"Chix" Fashioned Footwear. Converse Rubber Shoe Co., Malden, Mass. (M)

Chouteau Smart Shoes. Chouteau Shoe Mfg. So., St. Louis, Mo. (M)

Chummy Steppers (Women's). C. W. Marks Shoe Co., Chicago, Ill. (W)

Cincinnati Maid. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

Cinderella. Friedman-Shelby Branch International Shoe Co., St. Louis, Mo. (M)

Cinderella. C. D. Gibbon & Son, Philadelphia, Pa. (W)

Civil Service. Sears, Roebuck & Co., Chicago, Ill. (R)

Claff Shoe, The. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Clansman. Geo. D. Witt Shoe Co., Southern Dept. Craddock Terry Co., Lynchburg, Va. (M)

Clapp (Edwin) Shoe, The. Edwin Clapp & Son, Inc., East Weymouth, Mass. (M)

Clara Barton. Shaft-Pierce Shoe Co., Faribault, Minn. (M)

Clarco. Clarendon Shoe Co., Brooklyn, N. Y. (M)

Claremont. Hood Rubber Co., Inc., Watertown, Mass. (M)

Classic. Hood Rubber Co., Watertown, Mass. (M)

Classic. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Classmates (Shoes for children). Ideal Shoe Mfg. Co., Milwaukee, Wis. (M) See Advt. Page 87.

Claxon. Cambridge Rubber Co., Cambridge, Mass. (M)

Clean Craft Make. Lateiner Footwear Co., New York City. (M)

Clearfield. Hood Rubber Co., Watertown, Mass. (M)

Cleeto. The Beacon Falls Rubber Shoe Co., Beacon Falls, Conn. (M)

Cleo. Cambridge Rubber Co., Cambridge, Mass. (M)

Cleo-Pat-Ra. E. A. Guinzburg, New York City. (M)

Cleopatra. Hood Rubber Co., Watertown, Mass. (M)

Clifton. Hood Rubber Co., Watertown, Mass. (M)

Climax. Friedman-Shelby Branch International Shoe Co., St. Louis, Mo. (M)

Clincher. Hood Rubber Co., Watertown, Mass. (M)

Clinton Shoe, The. Clinton Shoe Mfg. Co., Clinton, Iowa. (M)

Clinton. Hood Rubber Co., Inc., Watertown, Mass. (M)

Clipper. Cambridge Rubber Co., Cambridge, Mass. (M)

Clod-Hoppers. Stern Bros., New York City. (R)

Clown. Helmholz Shoe Mfg. Co., Cudahy, Wis. (M)

Clubman. R. H. Fyfe & Co., Detroit, Mich.

Club House. The Abbott Co., Yarmouth, Me. (M)

Club House. Geo. D. Witt Shoe Co., Southern Dept. Craddock Terry Co., Lynchburg, Va. (M)

Clyde. Hood Rubber Co., Watertown, Mass. (M)

Clydes $4. Wilbar's Inc., Boston, Mass.

Coalpac. Hood Rubber Co., Watertown, Mass. (M)

Coaster. Hood Rubber Co., Watertown, Mass. (M)

Cobbie Shoe, The. The United States Shoe Co., Cincinnati, Ohio. (M)

Co-Ed. The B. F. Goodrich Co., Akron, Ohio. (M)

Co-ed. Hood Rubber Co., Watertown, Mass. (M)

Co-Eds. Helmholz Shoe Mfg. Co., Cudahy, Wis. (M)

College. The B. F. Goodrich Co., Akron, Ohio. (M)

College. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

"College Boys" Shoes. Morris Shoe Co., New York City. (W)

Colelge Chums. Wiswell Shoe Mfg. Co., Cedar Grove, Wis. (M)

College Girl. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

College Girl. The L. D. Stickles Shoe Co., Red Wing, Minn. (M)

College Girl, The. The Marks & Stix Shoe Co., Cincinnati, Ohio. (W)

Collegian. Doyle Shoe Co., Brockton, Mass. (M)

Collegiate. Endicott-Johnson Corp., Endicott, N. Y. (M)

Collegiate Group by Chouteau. Chouteau Shoe Mfg. Co., St. Louis, Mo. (M)

Collimoc. Endicott-Johnson Corp., Endicott, N. Y. (M)

Colon. Cambridge Rubber Co., Cambridge, Mass. (M)

Colonial Girl. The Jeff Newbury Co., Huntington, W. Va. (W)

Colorado Special. The Jos. P. Dunn Shoe & Leather Co., Denver, Colo. (W)

Colt Quality. Colt Cromwell Co., Inc., New York City. (M) See Advt. Page 81.

Columbia. H. E. Ackerman, Boston, Mass. (W)

Columbia. The B. F. Goodrich Co., Akron, Ohio. (M)

Combination Last. Standard Shoe Co., Inc., Lynn, Mass. (M)

Combo Arch—The Thayer Shoe. N. B. Thayer Shoe Co., East Rochester, N. H. (M)

Comet. Central Shoe Co., St. Louis, Mo. (M)

Comflex. Weyenberg Shoe Mfg. Co., Milwaukee, Wis. (M) See Advt. Page 103.

Comfo-Arch. Endicott-Johnson Corp., Endicott, N. Y. (M)

Com Foot Able. George F. Walsh, New York, N. Y.

Comfort. Endicott-Johnson Corp., Endicott, N. Y. (M)

Comfort. Goodwill Shoe Co., Holliston, Mass. (M)

Comfort Cooler. Endicott-Johnson Corp., Endicott, N. Y. (M)

Comfort Wear Shoes. The Comfort Sandal Mfg. Co., Long Island City, N. Y. (M)

Comfortable Cushion Sole, Soothing. Durand Shoe Co., Richmond, Me. (M)

Comfort In Every Step. Durand Shoe Co., Richmond, Me. (M)

Comfy. Daniel Green Felt Shoe Co., Dolgeville, N. Y. (M)

Comfy-Arch. Endicott-Johnson Corp., Endicott, N. Y. (M)

Commander. Firestone Footwear Co., Boston, Mass. (M)

Commander. The B. F. Goodrich Co., Akron, Ohio. (M)

Commander. Hood Rubber Co., Inc., Watertown, Mass. (M)

Commodore. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Commodore. Morse & Rogers, New York City. (W)

Commonsense Arch. D. Armstrong & Co., Inc., Rochester, N. Y. (M)

Commonwealth. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Commonwealth Ace. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Commonwealth Hi-Style. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Commonwealth Official Boy Scout Shoes. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Commonwealth Juniors. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Commuter. Hood Rubber Co., Watertown, Mass. (M)

Companionate. L. B. Evans Son Co., Wakefield, Mass. (M) See Advt. Page 85.

Compass. Converse Rubber Shoe Co., Malden, Mass. (M)

Complete Comfort. Durand Shoe Co., Richmond, Me. (M)

Compo. Compo Shoe Machinery Co., Boston, Mass. and New York, N. Y. See Advt. Page 105.

Compo-Gripper. The P. Goldsmith Sons Co., Cincinnati, Ohio. (M)

Concave Arch-Hard and Soft Toe Ballet Slippers. S. Capezio, New York City. (M)

Concord. Hood Rubber Co., Inc., Watertown, Mass. (M)

Concord Shoe. Concord Shoe Co., Inc., New York City. (W)

Conference. Hood Rubber Co., Watertown, Mass. (M)

Concrete. Converse Rubber Shoe Co., Malden, Mass. (M)

Conformic. Forbush Shoe Co., North Grafton, Mass. (M)

Connolly Shoe, The. Connolly Shoe Co., Stillwater, Minn. (M)

Conquest. Hutchinson Winch branch International Shoe Co., Boston, Mass. (W)

Conrad. Conrad Shoe Co., Brockton, Mass. (M) See Advt. Page 81.

Constant Comfort. Ault Williamson Shoe Co., Auburn, Me. (M) See Advt. Page 107.

Continental. Hood Rubber Co., Watertown, Mass. (M)

Continental. Monroe Bros. & Co., Philadelphia, Pa. (W)

Cool. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Coolie Sandals. The Finn Shulman Mfg. Co., Cincinnati, Ohio. (M)

Co-operative. Brockton Co-operative Boot & Shoe Co., Brockton, Mass. (M)

Copeg Arch. The Copeland & Ryder Co., Jefferson, Wis. (M)

Copley. Hood Rubber Co., Watertown, Mass. (M)

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Copley. Stix, Baer & Fuller Co., St. Louis, Mo. (R)

Corbin. B. A. Corbin & Son Co., Marlboro, Mass. (M)

Corbin Arch Corrector. Franklin Shoe Co., Boston, Mass. (W)

Corbin Built on Honor. Franklin Shoe Co., Boston, Mass. (W)

Corbin Correct Shoe. Franklin Shoe Co., Boston, Mass. (W)

Corec Tred Shoes. La Londe & Clarke, Inc., Rochester, N. Y. (M)

Corflex. W. L. Douglas Shoe Co., Brockton, Mass. (M)

Corinth. The B. F. Goodrich Co., Akron, Ohio. (M)

Corncurer. Millett Woodbury Co., Beverly, Mass. (M)

Cornell. Cornell Shoe Co., Inc., New York, N. Y.

Cornell. The B. F. Goodrich Co., Akron, Ohio. (M)

Corner Stone. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Coronado. The Miller Rubber Co., Akron, Ohio. (M)

Coronation. Central Shoe Co., St. Louis, Mo. (M)

Coronet. Converse Rubber Shoe Co., Malden, Mass. (M)

Corporal. Converse Rubber Shoe Co., Malden, Mass. (M)

Corporal. Morse & Rogers, New York City. (W)

Correct Arch for Men & Women. Greenfield's Dept. Shoe Store, Portland, Ore. (R)

Correct Dodge for All Occasions With "Sta-Up" Arch, The. Wm. G. Dodge Shoe Co., Newburyport, Mass. (M)

Corrective Comfort Combination Last. Durand Shoe Co., Richmond, Me. (M)

Corrective Combination Last Shoe. Durand Shoe Co., Richmond, Me. (M)

Correct Postur. International Shoe Co., St. Louis, Mo.

Corset Arch. Krippendorf-Dittmann Co., Cincinnati, Ohio. (M)

"Cort" Shoe. Chas. Cort, Inc., Newark, N. J. (M)

Cortez. The B. F. Goodrich Co., Akron, Ohio. (M)

Cossack. Cambridge Rubber Co., Cambridge, Mass. (M)

Cossac. Converse Rubber Shoe Co., Malden, Mass. (M)

Cosyfoot-Room for every little toe. G. W. Chesbrough, Rochester, N. Y. (M)

Cosy Toes Slippers. Robertson Shoe Co., Minneapolis, Minn. (M)

Cosy Toes Comfort. Robertson Shoe Co., Minneapolis, Minn. (M)

Counterpoise. Jas. A. Banister Co., Newark, N. J. (M)

Country Club. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Country Club Gaiter. Servus Rubber Co., Rock Island, Ill. (M)

Court-shu. Cambridge Rubber Co., Cambridge, Mass. (M)

Cousins Shoe. J. & T. Cousins Co., Brooklyn, N. Y. (M)

Co-worker Shoe. Huntington Shoe & Leather Co., Huntington, Ind. (M)

Cozy Toes. Robertson Shoe Co., Minneapolis, Minn. (M)

Crack Proof. The Goodyear Rubber Co., Middletown, Conn. (M)

Craddock Bench Made. Craddock Terry Co., Lynchburg, Va. (M)

Craddock Real Service. Craddock Terry Co., Lynchburg, Va. (M)

Craddock Shoe, The. Craddock Terry Co., Lynchburg, Va. (M)

Craddock Special. Craddock Terry Co., Lynchburg, Va. (M)

Craddock, Thos. Juster Bros., Inc., Minneapolis, Minn.

Cradle to College. The H. W. Merriam Shoe Co., Newton, N. J. (M)

Crafts. G. P. Crafts Co., Manchester, N. H. (M)

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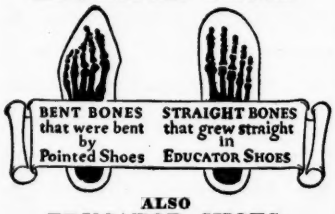

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DIRECTORY of TRADE NAMES and BRANDS of SHOES

Crawford. Chas. A. Eaton Co., Brockton, Mass. (M) See Advt. Page 111.

Cream of All. A. W. Tedcastle Co., Boston, Mass. (W)

Cream of Comfort. Durand Shoe Co., Richmond, Me. (M)

Cream of Comfort Arch Support. Durand Shoe Co., Richmond, Me. (M)

Cream of Comfort (Women's Comforts). C. W. Marks Shoe Co., Chicago, Ill. (W)

Crepeminster. Hood Rubber Co., Watertown, Mass. (M)

Crepe Pac. Hood Rubber Co., Watertown, Mass. (M)

Crepeshu. Hood Rubber Co., Watertown, Mass. (M)

Crepe Soled Shoes. Converse Rubber Shoe Co., Malden, Mass. (M)

Crepe-Tred. The Servus Rubber Co., Rock Island, Ill. (M)

Crescent. Endicott-Johnson Corp., Endicott, N. Y. (M)

Crescent. The B. F. Goodrich Co., Akron, Ohio. (M)

Crescent. Hood Rubber Co., Watertown, Mass. (M)

Crescent Juniors. Crescent Shoe Co., New York. (W)

Crescent Stout Craft. Crescent Shoe Co., New York. (W)

Crest. Converse Rubber Shoe Co., Malden, Mass. (M)

Crestboat. Cambridge Rubber Co., Cambridge, Mass. (M)

Crestshu. Cambridge Rubber Co., Cambridge, Mass. (M)

C R H & M. Cole, Rood Haan & McGregor Co., Chicago, Ill. (M)

Criterion. Central Shoe Co., St. Louis, Mo. (M)

Criterion. Levy Shoe Co., Montgomery, Ala. (W)

Crocker. Crocker Shoe Co., Marblehead, Mass. (M)

Cromwell Woven Sport Oxford. Colt, Cromwell Co., Inc., New York City. (M)

Croquet. Hood Rubber Co., Watertown, Mass. (M)

Crown. Hood Rubber Co., Watertown, Mass. (M)

Crown Footwear. Merchants Supply Co., Dubuque, Iowa. (W)

Cruiser. Converse Rubber Shoe Co., Malden Mass. (M)

Crossett Arch Ease. Crossett Shoe Co., Boston, Mass. (M)

Crossett Ever-Est Shoe for Men. Crossett Shoe Co., Boston, Mass. (M)

Crossett Fulchrum Arch Shoe. Crossett Shoe Co., Boston, Mass. (M)

Crossett Shoe, The — Makes Life's Walk Easy for Men and Women. Crossett Shoe Co., Boston. (M)

Crossett Supple Tread, Last No. 62. Crossett Shoe Co., Boston, Mass. (M)

Crown. Friedman Shelby Branch International Shoe Co., St. Louis, Mo. (M)

Crumbs of Comfort. A. H. Berry Shoe Corporation, Portland, Me. (M)

Crusader. Goodwill Shoe Co., Holliston, Mass. (M)

Crystal. The B. F. Goodrich Co., Akron, Ohio. (M)

Cuban. Hood Rubber Co., Watertown, Mass. (M)

Cub Brand. Craddock-Terry Co., Lynchburg, Va. (M)

Cub Brand. Universal Shoe Mfg. Co., Milwaukee, Wis. (M)

Cumberland. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Cuniform Arch. W. L. Douglas Shoe Co., Brockton, Mass. (M)

Cupid. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Cupid. Morse & Rogers, New York City. (W)

"Currin" Shoe. Currin-Greene Shoe Mfg. Co., Seattle, Wash. (M)

Cushco. Cushman-Hollis Co., Auburn, Me. (M)

Cushion. Endicott Johnson Corp., Endicott, N. Y. (M)

Cushion-Arch Shoe. John Ebberts Shoe Co., Inc., Buffalo, N. Y. (M)

Cushion Flex, Reed's. E. P. Reed & Co., Rochester, N. Y. (M)

Cushion Tread. Ground Gripper Shoe Co., Brooklyn, N. Y. (M)

Custom-Made. Geo. D. Witt Shoe Co., Southern Dept. Craddock-Terry Co., Lynchburg, Va. (M)

Custom-Quality. C. W. Marks Shoe Co., Chicago, Ill. (W)

Czecho Braided Sandals. Herman David, Paterson, N. J.

Cyclone. Morse & Rogers, New York City. (W)

D

Daddy Duke. Neenah Shoe Co., Menasha, Wis. (M)

Dad Jr. J. W. Carter Co., Nashville, Tenn. (M)

Dad's Double. Melville Shoe Corp., New York City. (R)

"Dad's Double"—Canadian. Melville Shoe Corp., New York City. (R)

Dad-Son. Greene Anthony & Co., Providence, R. I. (W)

Daily Service. Endicott-Johnson Corp., Endicott, N. Y. (M)

Dairy. Endicott-Johnson Corp., Endicott, N. Y. (M)

Dairyman. Goodwill Shoe Co., Holliston, Mass. (M)

Dairyman. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Daisy. The B. F. Goodrich Co., Akron, Ohio. (M)

Dakota. Hood Rubber Co., Watertown, Mass. (M)

Dalmocs. Daley Moccasin Co., Inc., Fort Covington, N. Y. (M)

Dalton. The Dalton Shoe Co., Middleboro, Mass. (M)

Daly Shoes for Daily Wear. Daly Bros. Shoe Co., Inc., Keene, N. H. (M)

Damphlex Sole. Great Northern Shoe Co., Branch of International Shoe Co., Manchester, N. H. (M)

Dancette. Duane Shoe Co., Inc., New York, N. Y.

Danska. Hood Rubber Co., Watertown, Mass. (M)

Dans-On (Opera Pumps). Crescent Shoe Co., New York, N. Y. (W)

Daphne True-Step. Robinson-Bynon Shoe Co., Auburn, N. Y. (M)

Dapper Dan—Smart shoes for young men. Field Bros. Shoe Co., Inc., Bridgewater, Mass. (M)

D. A. R. H. E. Smith & Son, Inc., Worcester, Mass. (W)

Darby. Hood Rubber Co., Inc., Watertown, Mass. (M)

Dartmouth. Endicott-Johnson Corp., Endicott, N. Y. (M)

Dauntless. Morse & Rogers, Branch International Shoe Co., New York City. (W)

Dauphin. The B. F. Goodrich Co., Akron, Ohio. (M)

Dauphine. Nath'l Fisher & Co., New York City. (M-W)

Davenport Wood Sole Shoes. F. J. Stahmer Shoe Co., Davenport, Iowa. (M)

Davis New Process (Patented). A. H. Berry Shoe Corporation, Portland, Me. (M)

Dawson. Hood Rubber Co., Watertown, Mass. (M)

Dayshu. Hood Rubber Co., Watertown, Mass. (M)

Da-Time Slippers. Sachs & Vigorith, Inc., Cincinnati, Ohio. (M)

Dayton. Hood Rubber Co., Watertown, Mass. (M)

Daytona. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Deaconess. McElroy Sloan Shoe Co., Western Dept. Craddock Terry Co., St. Louis, Mo. (M)

Dean. The B. F. Goodrich Co., Akron, Ohio. (M)

Deauville. Endicott-Johnson Corp., Endicott, N. Y. (M)

Deauville Sandals. Golo Slipper Co., Inc., New York City. (M)

Deb. The Selby Shoe Co., Portsmouth, Ohio. (M)

Debsies. A. Sandler, Boston, Mass. (W)

Deco. The Deco Export Co., Inc., New York City. (W)

Deerfoot. Hood Rubber Co., Watertown, Mass. (M)

Deer Skin. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Defender. Goodwill Shoe Co., Holliston, Mass. (M)

Defender. Hood Rubber Co., Watertown, Mass. (M)

Defense. Endicott-Johnson Corp., Endicott, N. Y. (M)

Defiance. Endicott-Johnson Corp., Endicott, N. Y. (M)

Defiance. Morse & Rogers, New York City. (W)

De Fino Footwear. David Feinefeld, Birmingham, Ala.

Delaware. Hood Rubber Co., Watertown, Mass. (M)

Delia. The B. F. Goodrich Co., Akron, Ohio. (M)

Del Piso. Dan Palter, Inc., New York City. (M)

De Luxe. P. W. Minor & Son, Inc., Batavia, N. Y.

Denmark. Hood Rubber Co., Watertown, Mass. (M)

Denver. Hood Rubber Co., Watertown, Mass. (M)

Dependable Foot-Wear. F. L. Doerr Shoe Co., St. Louis, Mo. (W)

Derby. Cambridge Rubber Co., Cambridge, Mass. (M)

Derby Boot. Phillips-Baker Rubber Co., Providence, R. I. (M)

Derwent. Hood Rubber Co., Inc., Watertown, Mass. (M)

Desna. Hood Rubber Co., Watertown, Mass. (M)

Developer. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Dexter. Hood Rubber Co., Watertown, Mass. (M)

Diamond Arch. Peters Branch, International Shoe Co., St. Louis, Mo. (M) See Advt. Page 99.

Diamond Brand. Peters Branch, International Shoe Co., St. Louis, Mo. (M) See Advt. Page 99.

Diamond Special. Peters Branch, International Shoe Co., St. Louis, Mo. (M) See Advt. Page 99.

Diamond K Boots. Kirkendall Boot Co., Omaha, Neb. (M)

Dickory Dock. Truitt Bros., Inc., Binghamton, N. Y. (M)

Dictator. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Dictator Shoes. French, Shriner & Urner, Boston, Mass. (R)

Diplomat. Brown Shoe Co., St. Louis, Mo. (M)

Dixie. Hood Rubber Co., Watertown, Mass. (M)

Dixie. Geo. D. Witt Shoe Co., Southern Dept. Craddock Terry Co., Lynchburg, Va. (M)

Dixie Boy. Geo. D. Witt Shoe Co., Southern Dept. Craddock Terry Co., Lynchburg, Va. (M)

Dixie Girl. Geo. D. Witt Shoe Co., Southern Dept. Craddock Terry Co., Lynchburg, Va. (M)

Dixie Special. Endicott-Johnson Corp., Endicott, N. Y. (M)

Docto-Pedic. Weyenberg Shoe Mfg. Co., Milwaukee, Wis. (M) See Advt. Page 103.

Doctor's Choice. Nature Footwear Corp., Brewer, Me. (M.)

Doctor, The. Dunham Bros. Co., Brattleboro, Vt. (W)

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Doctor Shoe, The. Racine Shoe Mfg. Co., Racine, Wis. (M) See Advt. Page 107.

Doctress. John Ebberts Shoe Co., Buffalo, N. Y. (M)

Dr. Adams Foot Free Shoe. S. Allen Shoe Co., Boston, Mass. (W)

Dr. Allen's Corrective Shoe. Central Shoe Co., St. Louis, Mo. (M)

Dr. Allen's Cushion Shoes. Central Shoe Co., St. Louis, Mo. (M)

Dr. Andrews Cushion Sole Shoes. H. E. Ackerman Co., Boston, Mass.

Dr. A. Reed Cushion Shoes. For Men. J. P. Smith Shoe Co., Chicago, Ill. (M)

Dr. A. Reed Cushion Shoes. For Women. John Ebberts Shoe Co., Buffalo, N. Y. (M)

Dr. Austin. Graham Bumgarner Co., Parkersburg, W. Va. (W)

Dr. Baker's Flexible Felt Insole. J. W. Carter & Co., Nashville, Tenn. (M)

Dr. Balsam. Arch Support Shoe. Concord Shoe Co., Inc., New York City. (W)

Dr. Bayless Arch Support. Crowder-Cooper Shoe Co., Indianapolis, Ind. (W)

Dr. Bendall. Nath'l Fisher & Co., New York City (M & W)

Dr. Best Health Shoes. Morris Shoe Co., New York City.

Dr. Brooks' First Walk Shoe. B. & P. Footwear Co., Ltd., Oswego, N. Y. (M)

Dr. Browner's Health Shoes. The A. S. Kreider Shoe Co., Annville, Pa. (W)

Dr. Bruce Corrective Shoe. Montgomery Shoe Co. of America, Inc., Milwaukee, Wis. (M)

Dr. Campbell's Corset Shoe. Powell & Campbell, New York City. (W)

Dr. Campbell's Cushions of Comfort. Powell & Campbell, New York City. (W)

Dr. Campbell's Cushion Sole Comfort Shoe. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Campbell's Foot Forms. Powell & Campbell, New York City. (W)

Dr. Campbell's Form-O-Foot. Powell & Campbell, New York City. (W)

Dr. Campbell's Health Shoe. Powell & Campbell, New York City. (W)

Dr. Campbell's Service Shoe. Powell & Campbell, New York Cit. (W)

Dr. Campbell's Slimbak. Powell & Campbell, New York City. (W)

Dr. Campbell's Tenderfoot. Powell & Campbell, New York City. (W)

Dr. Campbell's Twinkle Toes. Powell & Campbell, New York City. (W)

Dr. Carol's Corrective Health Shoe. Nu-Way Shoe Co., New York City. (W)

Dr. Case Arch-Spring. Peck Shoe Co., Worcester, Mass. (M)

Dr. Chapman's Health Shoes L. T. W. Philip Trachtenberg, Philadelphia, Pa.

Dr. Charles. Endicott-Johnson Corp., Endicott, N. Y. (M)

Dr. Charles Cushion Shoe. Endicott-Johnson Corp., Endicott, N. Y. (M)

Dr. Charles Health Shoe. Bernstein Shoe Co., New York City. (W)

Dr. Chase's Cushion Comfort. J. Freidson Shoe Co., Boston, Mass. (M)

Dr. Charles Corrective Quality Shoes (For children and misses). Charles Spiegel, Salem, Mass. (W)

Dr. Charles Stylish Health Shoes (Women's shoes). Charles Spiegel, Salem, Mass. (W)

Dr. Chester's Health-E-Fut Shoes. Morris Shoe Co., New York City. (W)

Dr. Clark's Health Shoe. Nu Way Shoe Co., New York City. (W)

Dr. Clinton Shoes (For Women). Hub Shoe Company, Boston, Mass. (W)

Dr. Coburn's Health Shoe Cushion Sole. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Copland's Arch of Air. Crescent Shoe Co., New York, N. Y. (W)

Dr. Copland's Feather Weight. Crescent Shoe Co., New York, N. Y. (W)

Dr. Cross. American Shoe Co., Boston, Mass.

Dr. Cross' Health Shoes. Keehn Bros., Chicago, Ill. (W)

Dr. Cummings Health Shoe Cushion Sole. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

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Dr. Darling's Surgeon Arch Support Shoe. Sherwood Shoe Co., Rochester, N. Y. (M)

Dr. Day. Endicott-Johnson Corp., Endicott, N. Y. (M)

Dr. Dickerman's Hurd Health Shoes (Men's and Women's). Hurd Shoe Co., Utica, N. Y. (W)

Dr. Durand's Foot Ease Arch Support. Durand Shoe Co., Richmond, Me. (M)

Dr. Edwards Korn Kure. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Florence Scientific Arch Support. Platell Shoe Co., New York City. (W)

Dr. Fox's Arch Supports. M. Fox & Co., Philadelphia, Pa. (W)

Dr. Fox's Health Shoes, Stylish Stouts. M. Fox & Co., Philadelphia, Pa. (W)

Dr. Franklin's Arch Promoter Shoe. Franklin Shoe Co., Boston, Mass. (W)

Dr. Frederick's Comforts. Powell & Campbell, New York City. (W)

Dr. Frederick's Free Fitters. Powell & Campbell, New York City. (W)

Dr. Frederick's Heavy Duty. Powell & Campbell, New York City. (W)

Dr. Frederick's Shock Absorbers. Powell & Campbell, New York City. (W)

Dr. Frederick's Twinkle Toes. Powell & Campbell, New York City. (W)

Dr. French Arch Support—For Women. Lovell Shoe Co., Waterbury, Conn. (W)

Dr. George R. Davis-Anti-Friction Shoe. Thompson Bros. Shoe Co., Brockton, Mass. (M)

Dr. George's Nature Shape. A. G. Behn, Arlington, N. J. (W)

Dr. Glass' Arch Support Shoes (For Men and Women). Sidney Glass, Los Angeles, Cal. (W)

Dr. Glass Easy Walkers (Men's Slippers). Sidney Glass, Los Angeles, Cal. (W)

Dr. Glass Form-A-Foot Shoes (For Children). Sidney Glass, Los Angeles, Cal. (W)

Dr. Goodhart's. Standard Shoe Co., Inc., Lynn, Mass. (M)

Dr. Gordon Health Shoe. Endicott-Johnson Corp., Endicott, N. Y. (M)

Dr. Glass Kumforts. Sidney Glass, Los Angeles, Cal. (W)

Dr. Gray's Gray Goose Shoe. F. A. Parker Co., Marblehead, Mass. (M)

Dr. Harris' (Women's stouts). Rubin Shoe Co., New York City (W)

Dr. Hay's Hygienic Cushion Sole Shoes. McGrath Shoe Co., Inc., New York, N. Y. (W)

Dr. Henke. Henke Baby Shoe House, Chicago, Ill. (W)

Dr. Hopkins. Muskin Shoe Co., Baltimore, Md. (M)

Dr. Hopkins Health Shoe Cushion Sole. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Hunns Duo-Arch Supports. M. Fox & Co., Philadelphia, Pa. (W)

Dr. J. Emery's Arch Support. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

Dr. J. M. Lee's Arch Erector. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

Dr. Johnson Cushion Insole. Endicott-Johnson Corp., Endicott, N. Y. (M)

Dr. Johnson's Comfort Shoe. Woodbury Shoe Mfg. Co., Derry, N. H.

Dr. Johnson's Health Shoe Cushion Sole. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Jones Health Shoe Cushion Sole. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Jordan. Greene Anthony & Co., Providence, R. I. (W)

Dr. Kellar Firm Arch. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Dr. Geller's Comfort Shoe. Durand Shoe Co., Richmond, Me. (M)

Dr. Kelly (Men's and Women'). C. W. Marks Shoe Co., Chicago, Ill. (W)

Dr. Kimmel's Tru Fit Shoe. Kimmel & Marbach Shoe Co., New York City. (W)

Dr. King. Endicott-Johnson Corp., Endicott, N. Y. (M)

Dr. Krell. Nath'l Fisher & Co., New York City. (M & W)

Dr. Lambert's Bunion Relief. Wolfe Shoe Mfg. Co., Allentown, Pa. (M)

Dr. Lampert Shoe. Dr. Lampert Shoe Co., New York City. (W)

Dr. Lee's Flexible Cushion Comfort. Durand Shoe Co., Richmond, Me. (M)

Dr. Leonard's Cushion Sole Comfort Shoe. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Leonard's Easy Stepper. B. Friedman Shoe Co., Inc., New York City. (W)

Dr. Linder's Lady Love Shoe. Nu-Way Shoe Co., New York City. (W)

Dr. Lorenze Health Shoe. The Muskin Shoe Co., Baltimore, Md. (M)

Dr. Louis Cushion Sole. Chas. E. Lynch Shoe Mfg. Co., Inc., Brockton, Mass. (M)

Dr. Lyons Comfort Shoe. Durand Shoe Co., Richmond, Me. (M)

Dr. Lyons Foot Ease. Durand Shoe Co., Richmond, Me. (M)

Dr. Lyons Foot Ease Arch Support. Durand Shoe Co., Richmond, Me. (M)

Dr. Marbach, Jr. Kimmel & Marbach Shoe Co., New York City. (W)

Dr. Mark's Cushion Sole Comfort Shoe. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Martin's Walk-and-B-Healthy Shoe. Nu-Way Shoe Co., New York City. (W)

Dr. Martin's Walk-O-Pedic (Air Cushion). Nu-Way Shoe Co., New York City. (W).

Dr. Mary Hall. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

Dr. Mason. Samuel Brilliant Co., Boston, Mass. (W)

Dr. May. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Dr. Mayhew's Foot-Ease Prescription Shoe R 531, Durand Shoe Co., Richmond, Me. (M)

Dr. McNeil's Form-o-Foot. Powell & Campbell, New York City. (W)

Dr. Melville's Green Ball Orthopedic. Thalheims' Wearwell Shoe Co., Inc., New York City. (W)

Dr. Miles Health Shoes. Bleecker Shoe Co., New York, N. Y.

Dr. Morris's Flapperette Shoe. Morris Shoe Co., New York City. (W)

Dr. Morris's High Grade Shoes. Morris Shoe Co., New York City. (W)

Dr. Morris's Sunny Boy Shoes. Morris Shoe Co., New York City. (W)

Dr. Munyon's Health Shoe Cushion Sole. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Nelson's First Walk Shoe. B. & P. Footwear Co., Ltd., Oswego, N. Y. (M)

Dr. Nicholson. Monroe Bros. & Co., Philadelphia, Pa. (W)

Dr. Nicholson Arch Support. Monroe Bros. & Co., Philadelphia, Pa. (W)

Doctor Newton. The J. Newton Seitz Shoe Co., Baltimore, Md. (M)

Dr. Newton's Wiggle Toes. J. Newton Seitz Shoe Co., Baltimore, Md. (M)

Dr. Ogden Cushion Sole. Bell, Walt & Co., Inc., Philadelphia, Pa. (W)

Dr. Parks. C. P. Ford & Co., Rochester, N. Y. (M)

Dr. Peake's Health Shoes. Herbert L. Marx Co., Inc., Albany, N. Y. (W)

Dr. Pilzer's (The Genuine Orthopedic Shoes—Best for Infants and Children. The Genuine Dr. Pilzer's Shoe Co., Inc., New York City. (M)

Dr. Posner's Adjustable Ankle Brace Shoe. Dr. A. Posner Shoes, Inc., New York City. (M) See Advt. Page 118.

Dr. Posner's Diploma Girl Shoe. Dr. A. Posner Shoes, Inc., New York City. (M)

Dr. Posner's Pli-Tred Shoes. Dr. A. Posner Shoes, Inc., New York City. (M)

Dr. Posner's Scientific Shoe. Dr. A. Posner Shoes, Inc., New York City. (M)

Dr. Posner's Wee-Welts. Dr. A. Posner Shoes, Inc., New York City. (M)

Dr. Purvis Health Shoe Cushion Sole. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Randolph Flexible Sole Shoe. Sidwell-DeWindt Shoe Co., Chicago, Ill. (W)

Dr. Raymond. B. Rosenberg & Sons, Inc., New Orleans, La. (M)

Dr. Ray's. The Chas. Meis Shoe Co., Cincinnati, Ohio. (M & W)

Dr. Ray's "Cushion Sole." Comfort in every step. Schumann Shoe Co., Rochester, N. Y. (W)

Dr. Ray's "Paddlers"—When Baby Starts to Walk. Schumann Shoe Co., Rochester, N. Y. (W)

Dr. Reen Nature Last Shoe. Blog Shoe Finding Co., New York City. (W)

Dr. Richard's Arch Support Shoe. Benj. Walk & Co., Boston, Mass. (W)

Dr. Richard's Cushion Sole Shoe. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Rodman Cushion Insole. A. J. Bates Co., Webster, Mass. (M)

Dr. Rose Health Shoe Cushion Comfort. Durand Shoe Co., Richmond, Me. (M)

Dr. Rose Health Shoe Cushion Sole. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Rubin's (Infants Shoes). Rubin Shoe Co., New York City. (W)

Dr. Rubeshaw's Health Shoe (For Women). Nu-Way Shoe Co., New York City. (W)

Dr. Rubeshaw's Supreme Stouts (For Women). Nu-Way Shoe Co., New York City. (W)

Dr. Rudolph's All Ease Shoes. H. E. Ackerman, Boston, Mass. (W)

Dr. Ryker Health Shoes. Crowder-Cooper Shoe Co., Indianapolis, Ind. (W)

Dr. Sammis Celebrated Comfort Shoe. Durand Shoe Co., Richmond, Me. (M)

Dr. Sammis Celebrated Comfort Shoe Arch Support. Durand Shoe Co., Richmond, Me. (M)

Dr. Sargent. B. Rosenberg & Sons, Inc., New Orleans, La. (M)

Dr. Sawyer Cushion Shoe. Brown Shoe Co., St. Louis, Mo. (M)

Dr. Seletz. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

Dr. Sherman Cushion Sole Comfort Shoe. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Sterling's Arch Support. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Sterling's Cushion Sole Rubber Heel. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Stewart Cushion Sole Comfort Shoe. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Taylor Arch Support—For Men. Lovell Shoe Co., Waterbury, Conn. (W)

Dr. Thomas. Samuel Brilliant Co., Boston, Mass. (W)

Dr. Thomas Arch Comfort Healer. Samuel Brilliant & Co., Boston, Mass.

Dr. Thomas Improved Arch Support Shoes. A. M. Legg Shoe Co., Pontiac, Ill. (M)

Doctor Wales Comfort Shoe. Matchland Shoe Co., Boston, Mass. (W)

Doctor Wales Nuflex Shoe. Matchland Shoe Co., Boston, Mass. (W)

Dr. Walk's Corrective Arch. Benj. Walk & Co., Boston, Mass. (W)

Dr. Walk's Sterling Quality. Benj. Walk & Co., Boston, Mass. (W)

Dr. Walter E. Meanwell's "Athletic." The Servus Rubber Co., Rock Island, Ill. (M)

Dr. Walter E. Meanwell's "Intercollegiate" Basketball Shoe. The Servus Rubber Co., Rock Island, Ill. (M)

Dr. Welsh. B. Rosenberg & Sons, Inc., New Orleans, La. (M)

Dr. Williams Toe Spreaders. A. G. Behn, Arlington, N. J. (W)

Dr. William's (Womens Stouts). Rubin Shoe Co., New York City (W)

Dr. Winifred. Nath'l Fisher & Co., New York City (M & W)

Dr. Woodbury's Arch Support. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Woodbury Cushion Sole Comfort Shoe. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Dr. Woodbury Prescription Shoe Cold Proof. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Woodbury Prescription Shoe Cushion Comfort. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Doctors Order. Heywood Boot & Shoe Co., Worcester, Mass. (M)

Dodger. Hood Rubber Co., Watertown, Mass. (M)

Dogs. Endicott-Johnson Corp., Endicott, N. Y. (M)

Dolgeville. Slippers. Dolgeville Slipper Co., Inc., Dolgeville, N. Y. (M) See Advt. Page 81.

Dollar Slippers. Claude H. Daniels, Boston, Mass. (M)

Dolly. Friedman-Shelby Branch International Shoe Co., St. Louis, Mo. (M)

Dolly Madison. Dixon Bartlett Co., Baltimore, Md. (M)

Domo. Golo Slipper Co., New York City (M)

"Don't Bind the Babies Feet." Lynn Moccasin & Shoe Mfg. Co., Lynn, Mass. (M)

Dora Dell. C. Gotzian & Co., St. Paul, Minn. (M)

Doradell. O'Donnell Shoe Corp., St. Paul, Minn. (M)

Dorcas. D. Armstrong & Co., Inc., Rochester, N. Y. (M)

Dore. D. Reichenbaum, Milwaukee, Wis.

Doris. Bernstein Shoe Co., New York City (W)

Dorothy. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

Dorothy. Rubin Shoe Co., New York City. (W)

Dorothy Burt Brand. Rubin Shoe Co., New York City (W)

Dorothy Dudcliff. Cushman Co., Chicago, Ill. (W)

Dorothy Crest. Dorothy Dodd Shoe Co., Jamaica Plain, Boston (M)

Dorothy Dodd. Dorothy Dodd Shoe Co., Jamaica Plain, Boston (M)

Dorothy Junior. Dorothy Dodd Shoe Co., Jamaica Plain, Boston (M)

Dorothy Vernon. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Dotty Day. Samuel L. Bass Shoe Co., New York City (W)

Double Duty Arch. Holland Shoe Co., Holland, Mich. (M)

Double H. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Double Life. McElroy Sloan Shoe Co., Western Branch Craddock Terry Co., St. Louis, Mo. (M)

Double Wear Shoe, The. Double Wear Shoe Co., Minneapolis, Minn. (W)

Double Welt. Shaft-Pierce Shoe Co., Faribault, Minn. (M)

Double Width. Endicott-Johnson Corp., Endicott, N. Y. (M)

Dougal Macdougal Foresome. Brown Shoe Co., St. Louis, Mo. (M)

Douglas, W. L. W. L. Douglas Shoe Co., Brockton, Mass. (M) See Advt. Page 83.

Dougle. A. G. Spalding & Bros., New York City. (M)

Dover. Dover Shoe Co., Dover, N. H. (M)

Dover. Hood Rubber Co., Watertown, Mass. (M)

Doyle Shoe, The. Doyle Shoe Co., Brockton, Mass. (M)

Drake (Men's). Carson, Pirie, Scott & Co., Chicago, Ill. (R)

Dreadnaught. Melville Shoe Corp., New York City (R)

Drew Anterior Arch Rest. The Irving Drew Co., Portsmouth, Ohio (M)

Drew Arch Rest Shoe. The Irving Drew Co., Portsmouth, Ohio (M)

Drew Littleways. The Irving Drew Co., Portsmouth, Ohio. (M)

Drew Shoe, The. The Irving Drew Co., Portsmouth, Ohio (M) See Advt. Page 83.

Dribbler. The B. F. Goodrich Co., Akron, Ohio. (M)

Drifut. The Abbott Co., Yarmouth, Me. (M)

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Drivers. Phillips-Baker Rubber Co., Providence, R. I. (M)

Drommie. A. G. Spalding & Bros., New York City (M)

Dryflex. The Excelsior Shoe Co., Portsmouth, Ohio (M)

D & T. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Duane Shoe Par Excellence, The. Duane Shoe Co., New York City (M)

Du Belle Shoe, The. Duane Shoe Co., New York City (M)

Dub-L-Wear Kromoid. The A. & H. Mfg. Co., Delaware, Ohio (M)

DuBarry. Applebaum Mautner Co., Champaign, Ill.

Du Bois. The B. F. Goodrich Co., Akron, Ohio (M)

Duchess. United States Shoe Co., Cincinnati, Ohio (M)

Duchess. Morse & Rogers, New York City. (W)

Ducton. Hood Rubber Co., Watertown, Mass. (M)

Dudcliff. Cushman Co., Chicago, Ill. (W)

Duluth. The B. F. Goodrich Co., Akron, Ohio (M)

Duluth. Hood Rubber Co., Watertown, Mass. (M)

Dun-Deer. L. B. Evans Sons Co., Wakefield, Mass. (M)

Dunlap. Clinton Shoe Mfg. Co., Clinton, Iowa (M)

Dunlap Doctor. Clinton Shoe Mfg. Co., Clinton, Iowa (M)

Duo Arch. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Duo Flex. P. Hagerty Shoe Co., Washington, Ohio (M)

Duotype—Tap Dancing Slippers. S. Capezio, New York City (M)

Durastule. Geo. W. Greber Shoe Co., Cleveland, Ohio (W)

Duro Tan. Forester Shoe Mfg. Co., Seattle, Wash. (M)

Dutch Lonberg "Basket Ball Shoe." The Servus Rubber Co., Rock Island, Ill. (M)

Dynamic Style Shoes. Wm. Hahn & Co., Washington, D. C. (R)

E

Eady-Bilt. Eady Shoe Mfg. Co., Otsego, Mich. (M)

Eagle. The B. F. Goodrich Co., Akron, Ohio (M)

Eagle Scout. Endicott-Johnson Corp., Endicott, N. Y. (M)

Ease. Endicott-Johnson Corp., Endicott, N. Y. (M)

Ease. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Easee-Flex Arch-Support Shoe. Durand Shoe Co., Richmond, Me. (M)

Ease-Tread Arch Support. Durand Shoe Co., Richmond, Me. (M)

Easiephit. Abbott Shoe Co., North Reading, Mass. (M)

Eastwood Play Shoe. Wm. Eastwood & Son Co., Rochester, N. Y. (R)

Eastwood Sandal. Wm. Eastwood & Son Co., Rochester, N. Y. (R)

Easy. Endicott-Johnson Corp., Endicott, N. Y. (M)

Easy Arch. Endicott-Johnson Corp., Endicott, N. Y. (M)

Easy Going. J. W. Carter Co., Nashville, Tenn. (M)

Easy Joint. John Ebberts Shoe Co., Buffalo, N. Y. (M)

Easy Scout. Endicott-Johnson Corp., Endicott, N. Y. (M)

Easy Steps. Frank M. Larrabee, Portland, Me. (W)

Easy-Walk. Smith & Herrick Co., Albany, N. Y.

Eaton. Chas. A. Eaton Co., Brockton, Mass. (M) See Advt. Page 111.

Eazon Two Buckle Over. The Servus Rubber Co., Rock Island, Ill. (M)

Ebner Shoe, The. Ebner Shoe Co., Milwaukee, Wis. (M)

Ebner Stylish Arch for Women. Ebner Shoe Co., Milwaukee, Wis. (M)

"E. B." Shoes. Service Shoe Mfg. Co., East Berlin, Pa. (M)

Eby Service. Eby Shoe Co., Inc., Ephrata, Pa. (M)

Econo. Econo Shoe Mfg. Co., Houghton, Mich. (M)

Ec-O-Nom-Ics. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Economy. Endicott-Johnson Corp., Endicott, N. Y. (M)

Economy. Goodwill Shoe Co., Holliston, Mass. (M)

Economy. Kambach & Kettman, Inc., Davenport, Iowa (W)

Economy. Tyer Rubber Co., Andover, Mass. (M)

"Economy Shoe" Mens-Boys. Hyman Gordon, New York City (W)

E. C. Skuffer. Engle-Cone Shoe Co., East Boston, Mass. (M)

E. C. Ventilated. Engle Cone Shoe Co., East Boston, Mass. (M)

Eden. Hood Rubber Co., Watertown, Mass. (M)

Edited Haberdashery Knickerbocker. Knickerbocker Men's Shops, Incorporated, New York, N. Y. (R)

Edmonds. Allen Edmonds Shoe Co., Belgium, Wis. (M)

Educator. Goodyear Shoe Co., Carlisle, Pa. (M)

Educator Arch Elator. Goodyear Shoe Co., Carlisle, Pa. (M)

Educator Modish Stout. Goodyear Shoe Co., Carlisle, Pa. (M)

Educator Shoes. Educator Shoe Corp., New York City. See Advt. Page 83.

Edwards. J. Edwards & Co., Inc., Philadelphia, Pa. (M)

Edwards Built In Arch Support, The. Till Shoe Co., Oswego, N. Y. (M)

Edwards Penta-Pedic. J. Edwards & Co., Inc., Philadelphia, Pa. (M)

Edwin C. Burt. Cantilever Sales Corp., Brooklyn, N. Y. (M)

Edwin Clapp. Edwin Clapp & Son, Inc., East Weymouth, Mass. (M) See Inside Front Cover.

"Eeee." Newton Elkin Shoe Co., Philadelphia, Pa.

Ees-Arch Shoes for Men and Women. J. P. Smith Shoe Co., Chicago, Ill. (M)

E.E.T.Co. (monogram). E. E. Taylor Corp., Brockton, Mass. (M)

Eight Wide. Endicott-Johnson Corp., Endicott, N. Y. (M)

18 Carat. Peters Branch International Shoe Co., St. Louis, Mo. (M)

E. J. Ticker. Endicott-Johnson Corp., Endicott, N. Y. (M)

Elam. F. S. Elam Shoe Co., Inc., Rochester, N. Y. (M)

Elastic Step. Lane Bros. Co., Boston, Mass. (W)

Elasto. Brown Shoe Co., St. Louis, Mo. (M)

Eldorado. The B. F. Goodrich Co., Akron, Ohio (M)

Electra. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Elephant-Hide. Cambridge Rubber Co., Cambridge, Mass. (M)

Elfin Welt Shoes for Children. C. Gotzian & Co., St. Paul, Minn. (M)

Elizabeth. Cambridge Rubber Co., Cambridge, Mass. (M)

Elkins. Dunham Bros. Co., Brattleboro, Vt. (W)

Elkin's "Air Tight Fit" Pumps. Newton Elkin Shoe Co., Philadelphia, Pa.

Elk-King. C. F. Bows Shoe Co., Brockton, Mass.

Ella. Cambridge Rubber Co., Cambridge, Mass. (M)

Emerald Kid. Chas. E. Lynch Shoe Mfg. Co., Inc., Brockton, Mass. (M)

Emerson Shoe-Honest All Through. Emerson Shoe Mfg. Co., Rockland, Mass. (M)

Emerson Shoe, The. Emerson Shoe Co., Gardiner, Maine. (M) See Advt. Page 83.

Emperor. Hood Rubber Co., Watertown, Mass. (M)

The Empire Com-Fit Shoe. The Empire Shoe Corp., New York, N. Y.

Empress. Hood Rubber Co., Watertown, Mass. (M)

Empress, The. Krippendorf-Dittman Co., Cincinnati, O. (M)

Endicott, Endicott-Johnson Corp., Endicott, N. Y. (M) See Advt. Page 83.

Endicott Happy Dan Johnson. Endicott Johnson Corp., Endicott, N. Y. (M)

Endurance. Belleville Shoe Mfg. Co., Belleville, Ill. (M)

Endurance. Endicott-Johnson Corp., Endicott, N. Y. (M)

Endwell. Endicott-Johnson Corp., Endicott, N. Y. (M)

Energy. Endicott-Johnson Corp., Endicott, N. Y. (M)

Engineer. Goodwill Shoe Co., Holliston, Mass. (M)

Engineers' Imperial. W. C. Russell Moccasin Co., Berlin, Wis. (M)

English Custom. Endicott-Johnson Corp., Endicott, N. Y. (M)

En-Joie Health Shoe. Endicott-Johnson Corp., Endicott, N. Y. (M)

Enna Jettick. Enna Jettick Shoes, Inc., Auburn, N. Y. (M) See Advt. Page 83.

Ennyshu. Converse Rubber Shoe Co., Malden, Mass. (M)

En Route. Best & Co., Inc., New York, N. Y.

Equipoise. C. B. Slater Co., South Braintree, Mass. (M)

Equipoise Arch. C. B. Slater Co., South Braintree, Mass. (M)

Equity. Endicott-Johnson Corp., Endicott, N. Y. (M)

Erie. Hood Rubber Co., Watertown, Mass. (M)

E S. The Selby Shoe Co., Portsmouth, Ohio. (M)

Esco Shoes. Eady Shoe Mfg. Co., Otsego, Mich. (M)

Ess Ell Co. Brand. Sam Levy & Co., Nashville, Tenn. (W)

Essex. Hood Rubber Co., Watertown, Mass. (M)

Eton. Hood Rubber Co., Watertown, Mass. (M)

Etonic. Chas. A. Eton Co., Brockton, Mass. (M)

Eureka. Endicott-Johnson Corp., Endicott, N. Y. (M)

Europa Sandal. M. E. Haskell & Sons, Boston, Mass. (W)

European. Hood Rubber Co., Watertown, Mass. (M)

Evangeline. A. H. Berry Shoe Corp., Portland, Me. (M)

Evangeline Arch Support. A. H. Berry Shoe Corp., Portland, Me. (M)

Evans-Standard. L. B. Evans' Son Co., Wakefield, Mass. (M)

Even Tred. F. A. Kuhnert Shoe Corp., Rochester, N. Y. (M)

Ever Comfort. B. & P. Footwear Co., Inc., Oswego, N. Y. (M)

Eveready. Cambridge Rubber Co., Cambridge, Mass. (M)

Everlasting. A. W. Tedcastle Co., Boston, Mass. (W)

Everrite. E. E. Taylor Corp., Boston, Mass. (M)

Ever Rite O SO (Men's). C. W. Marks Shoe Co., Chicago, Ill. (W)

Everyboy. Endicott-Johnson Corp., Endicott, N. Y. (M)

Everyday. Geo. D. Witt Shoe Co., Southern Dept., Craddock Terry Co., Lynchburg, Va. (M)

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Everyman. Brown Shoe Co., St. Louis, Mo. (M)

Every One A Winner. Fashion Shoe Co., St. Louis, Mo. (W)

Evest Process. Johnson, Stephens & Shinkle Shoe Co., St. Louis, Mo. (M)

Excel. Converse Rubber Shoe Co., Malden, Mass. (M)

Excel. Hood Rubber Co., Watertown, Mass. (M)

Excellent. Endicott-Johnson Corp., Endicott, N. Y. (M)

Excelsior Medal Shoe for Boys, The. The Excelsior Shoe Co., Portsmouth, Ohio. (M)

ExersizeR. Eliot W. Remick, Boston, Mass. (R)

Exeter. Hood Rubber Co., Watertown, Mass. (M)

Expert Made. Nath'l Fisher & Co., New York City. (W)

Expressman. Goodwill Shoe Co., Holliston, Mass. (M)

Extralyte. Hood Rubber Co., Watertown, Mass. (M)

Extra Quality Shoes for Men. French, Shriner & Urner, Boston, Mass. (M)

Extra Wide. Endicott-Johnson Corp., Endicott, N. Y. (M)

Eye Openers. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

E. Z. Dolgeville Slipper Co., Inc., Dolgeville, N. Y. (M)

Exychair. National Bellas Hess Co., Inc., New York City, N. Y.

Exfoot. Nath'l Fisher & Co., New York City. (W)

F

Factor. The B. F. Goodrich Co., Akron, Ohio. (M)

Fair. Hood Rubber Co., Inc., Watertown, Mass. (M)

Faire Mode. Greene Anthony & Co., Providence, R. I. (W)

Fairfax. Hood Rubber Co., Watertown, Mass. (M)

Fairfield. Cambridge Rubber Co., Cambridge, Mass. (M)

Fairfield. H. C. Godman Co., Columbus, Ohio. (M)

Fair Flex. Fair Sex Shoe Co., Lynn, Mass. (M)

Fairmont. Hood Rubber Co., Watertown, Mass. (M)

Fair Play. Levy Shoe Co., Montgomery, Ala. (W)

Fair Play. Brown Shoe Co., St. Louis, Mo. (M)

Fair-Play. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Fairway. Hood Rubber Co., Watertown, Mass. (M)

Fairway. P. W. Minor & Son, Inc., Batavia, N. Y. (M)

Fairy. Dunham Bros. Co., Brattleboro, Vt. (W)

Fairy. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Fairy. Saucony Shoe Mfg. Co., Inc., Kutztown, Pa. (M)

Fairy Airy Line. Wright-Gorevitz & McNamara Co., Haverhill, Mass. (M)

Fairy Princess. Dunham Bros. Co., Brattleboro, Vt. (W)

Faithful Four. Winchell Shoe Mfg. Co., Natik, Mass. (M) See Advt. Page 116.

Faithful to the Last. Nunn, Bush & Weldon Shoe Co., Milwaukee, Wis. (M)

Famous Eight. May Department Stores Co., St. Louis, Mo. (R)

Famous Four. Dunham Bros. Co., Brattleboro, Vt. (W)

Fan. Hood Rubber Co., Inc., Watertown, Mass. (M)

Fan Tan. Endicott-Johnson Corp., Endicott, N. Y. (M)

Fargo. The B. F. Goodrich Co., Akron, Ohio. (M)

Fargo Four. Great Western Shoe Co., Portage, Wis. (M) See Advt. Page 103.

Farm King. Hood Rubber Co., Watertown, Mass. (M)

Farmer. Goodwill Shoe Co., Holliston, Mass. (M)

Farmers Over. Hood Rubber Co., Watertown, Mass. (M)

All Purpose Shoes for Men to Retail at $5.00

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THE Wright SHOE FOR MEN
Since 1876

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LANCASTER SHOE CO., Elizabethtown, Pa.

SNUG HEEL Foot Friend LIGHT ON YOUR FEET REG. U.S. PAT. OFF.

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Sundial Shoes
FOR
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NEW YORK BRANCH
INTERNATIONAL SHOE CO., Inc.

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Farm-Pac. Hood Rubber Co., Watertown, Mass. (M)

Farm Relief. Endicott-Johnson Corp., Endicott, N. Y. (M)

Farmshu. Hood Rubber Co., Watertown, Mass.

Fashionable Stouts—"Ask the Woman Who Wears Them." Star Shoe Mfg. Co., Boston, Mass. (M)

Fashion-Arch. Sherwood Shoe Co., Rochester, N. Y. (M)

Fashion-Builders. Freeman-Beddow Shoe Mfg. Co., Beloit, Wis. (M)

Fashion-Bilt. Fashion Bilt Shoe Co., Chicago, Ill. (M)

Fashion Craft Footwear Trade Marked. United Novelty Shoe Co., Indianapolis, Ind. (W)

Fashioned by Master Craftsmen. Nunn, Bush & Weldon Shoe Co., Milwaukee, Wis. (M)

Fashionette. Albert H. Weinbrenner Co., Milwaukee, Wis. (M)

Fashion Fair. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Fashion Five. Jarman Shoe Co., Nashville, Tenn. (M)

Fashion Footwear. Fashion Shoe Co., St. Louis, Mo. (W)

Fashion Four Shoes. J. W. Carter Co., Nashville, Tenn. (M)

Fashionia. Greene, Anthony & Co., Providence, R. I. (W)

Fashion Lane. Witherby-Kayser Shoe Co., Los Angeles, Cal.

Fashion Mode Women's Shoes. The Hecht Co., Washington, D. C. (R)

Fashion Phase. McElroy Sloan Shoe Co., St. Louis, Mo. (M)

Fashion Plate Shoe. Johnson, Stephens & Shinkle Shoe Co., St. Louis, Mo. (M) See Advt. Page 91.

Fashion Plate Evest. Johnson, Stephens & Shinkle Shoe Co., St. Louis, Mo. (M) See Advt. Page 91.

Fashion Plate Celeste. Johnson, Stephens & Shinkle Shoe Co., St. Louis, Mo. (M)

Fashion Shoes. S. Friedman & Son, Boston, Mass. (W)

Fashion Shoe. Morse & Rogers, Branch International Shoe Co., New York City. (W)

Fashionable Stouts. Abraham Shocket, Brookline, Mass.

Fashion Stouts. H. Brandt & Sons, Chicago, Ill. (W)

Fashion Welds. Dunn & McCarthy, Inc., Auburn, N. Y.

Fashions Favored Footwear. The L. D. Stickles Shoe Co., Red Wing, Minn. (M)

Fast Tread. Endicott-Johnson Corp., Endicott, N. Y. (M)

Fat Baby. Richard, White & Co., Inc., Philadelphia, Pa. (M)

Favoret. Hood Rubber Company, Watertown, Mass. (M)

Favorite. Friedman Shelby Branch International Shoe Co., St. Louis, Mo. (M)

"F. B. Best Made" Shoes. Freed Bros., Richlandtown, Pa. (M)

Fearless. Endicott-Johnson Corp,, Endicott, N. Y. (M)

Fearnaught. Dunham Bros. Co., Brattleboro, Vt. (W)

Feather Lite. Craddock Terry Co., Lynchburg, Va. (M)

"Feather-Lite" Line. Zubick Shoe Co., Nashua, N. H. (M)

Featherwate. Hood Rubber Co., Watertown, Mass. (M)

Featherweight. H. Wilensky & Sons Co., Atlanta, Ga. (W)

Fellowcraft. Churchill & Alden Co., Campello, Mass. (M)

Feltshu. Hood Rubber Co., Watertown, Mass. (M)

Fenway. Hood Rubber Co., Watertown, Mass. (M)

Fergie. A. G. Spalding & Bros., Brooklyn, N. Y. (M)

Fergus. The B. F. Goodrich Co., Akron, Ohio. (M)

Fernco-Quality. Fern Shoe Co., Inc., Newburyport, Mass. (M)

Ferncroft. Fern & Poor Co., Inc., Newburyport, Mass. (M)

Ferndale. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Fether-Wate. Carlisle Shoe Co., Carlisle, Pa. (M)

Fetherwelt. Watson Shoes, Inc., Stoughton, Mass. (M)

F-G. The Feder-Gregg Shoe Co., Cincinnati, Ohio. (M)

Fiddle Shank. Frank Parlante & Sons, New York City. (M)

Fidelity. Lane Bros. Co., Boston, Mass. (W)

Field Bros. The Field Bros. Shoe Co., Inc., East Bridgewater, Mass. (M)

Field Bros. Shoe—Brockton Made, The. Field Bros. Shoe Co., Inc., East Bridgewater, Mass. (M)

Field Hockey. Hood Rubber Co., Watertown, Mass. (M)

Field Shoe. Endicott-Johnson Corp., Endicott, N. Y. (M)

Fifth Avenue Shoe, The. Meltzer Bros., Inc., Philadelphia, Pa. (W)

Fighter. H. J. Justin & Sons, Inc., Fort Worth, Texas. (M)

Fighting Five. Cambridge Rubber Co., Cambridge, Mass. (M)

Figure of A Man Stepping Over A Man's Shoe, The. Geo. E. Keith Co., Brockton, Mass. (M)

Figure of A Woman Stepping Over A Women's Shoe. Geo. E. Keith Co., Brockton, Mass. (M)

Figure of Fox With Quality Shield. F. J. Fox Co., Inc., Rochester, N. Y. (M)

Fire-Fighter. The B. F. Goodrich Co., Akron, Ohio. (M)

Fireproof Molders. Goodwill Shoe Co., Holliston, Mass. (M)

Fireside Companion. Durand Shoe Co., Richmond, Me. (M)

Fireside Pals. L. B. Evans' Son Co., Wakefield, Mass. (M) See Advt. Page 85.

Fire-Sides. Tendick Shoe Mfg. Co., Milwaukee, Wis. (M)

Firestone Apsley. Firestone Footwear Co., Boston, Mass. (M)

Firestone Brand. Firestone Footwear Co., Boston, Mass. (M)

Firestone Brogans. Firestone Footwear Co., Boston, Mass. (M)

Firestone Deliverers. Firestone Footwear Co., Boston, Mass. (M)

Firestone Erie. Firestone Footwear Co., Boston, Mass. (M)

Firestone Farmster. Firestone Footwear Co., Boston, Mass. (M)

Firestone Forester. Firestone Footwear Co., Boston, Mass. (M)

Firestone Hercules. Firestone Footwear Co., Boston, Mass. (M)

Firestone Hipac. Firestone Footwear Co., Boston, Mass. (M)

Firestone Lita Gaiter. Firestone Footwear Co., Boston, Mass. (M)

Firestone Lopac. Firestone Footwear Co., Boston, Mass. (M)

Firestone Minepac. Firestone Footwear Co., Boston, Mass. (M)

Firestone Multifit. Firestone Footwear Co., Boston, Mass. (M)

Firestone Orgeons. Firestone Footwear Co., Boston, Mass. (M)

Firestone "Pacific" Boots. Firestone Footwear Co., Boston, Mass. (M)

Firestone Sportpac. Firestone Footwear Co., Boston, Mass. (M)

Firm Arch. Melville Shoe Corp., New York, N. Y.

First Aid. Fern & Poor Co., Inc., Newburyport, Mass. (M)

First Walk Flexibles. Sinbac Shoe Mfg. Co., Chicago, Ill. (M)

Fish Have No Foot Ills Nor Have Rival Wearers. Melville Shoe Corp., New York City. (R)

Fit-All. The B. F. Goodrich Co., Akron, Ohio. (M)

Fitoes. Wiswell-Everston Shoe Mfg. Co., Cedar Grove, Wis. (M)

Fitrite. The Hecht Co., Washington, D. C., (R)

Fitsem. Converse Rubber Shoe Co., Malden, Mass. (M)

Fits the Arch. The Julian and Kokenge Co., Cincinnati, Ohio. (M)

"Fitted Arch" Brand-Men's Calf Skin Oxfords. Chas. Longini & Sons, Cincinnati, Ohio. (W)

Fitting First. Melville Shoe Corp., New York City. (R)

Fitzezy. Dunham Bros. Co., Brattleboro, Vt. (W)

Fitzu Arch Support. A. H. Berry Shoe Corp., Portland, Me. (M)

Five $ Bill. Knipe Bros. Inc., Ward Hill, Mass. (M)

Five Spot. Craddock-Terry Co., Lynchburg, Va. (M)

Five Toe. Endicott Johnson Corp., Endicott, N. Y. (M)

Flame Proof Molders. Goodwill Shoe Co., Holliston, Mass. (M)

Flapper. Cambridge Rubber Co., Cambridge, Mass. (M)

Flapperette Shoes. Morris Shoe Co., New York City.

Flash. Cambridge Rubber Co., Cambridge, Mass. (M)

Flash Dye. Jefferson Import Co., Inc., New York City (W)

Flashlite. Endicott Johnson Corp., Endicott, N. Y. (M)

Flat River. Hood Rubber Co., Inc., Watertown, Mass. (M)

Flecto Shoe. Julius Berkowitz, New Bedford, Mass. (W)

Fleet. The B. F. Goodrich Co., Akron, Ohio. (M)

Fleet Foot. Holland Shoe Co., Holland, Mich. (M)

Fleetfoot. Phillips-Baker Rubber Co., Providence, R. I. (M)

Fleshy Foot Fitter. P. W. Minor & Son, Inc., Batavia, N. Y. (M)

Flex-Eze. Richard White & Co., Inc., Philadelphia, Pa. (M)

Flexo-Selco. The Selby Shoe Co., Portsmouth, Ohio. (M)

Flex-Foot Shoes for Children. Herbert L. Marx Co., Inc., Albany, N. Y. (W)

Flexi-i-arch (Men's). C. W. Shoe Co., Chicago, Ill. (W)

Flexibilt. Heywood Boot & Shoe Co., Worcester, Mass. (M)

Flexible Arch. Buckley Shoe Co., Inc., Houston, Tex. (M)

Flexible Comfort Dr. Frenz Health Shoe. Finkovitch Levine Shoe Co., Boston, Mass.

Flexible Cushion Comfort. Durant Shoe Co., Richmond, Me. (M)

Flexible Cushion Comfort Arch Support. Durant Shoe Co., Richmond, Me. (M)

Flexible Fitted Arch. Bell, Walt & Co., Inc., Philadelphia, Pa. (W)

Flexible Flex-i-Tread. E. E. Taylor Corp., Boston, Mass. (M)

Flexible Gym Shoe. Brooks Shoe Mfg. Co., Philadelphia, Pa. (M)

Flexible Process (Women's). C. W. Marks Shoe Co., Chicago, Ill. (W)

Flexible Rigid Health Arch. Brown Shoe Co., St. Louis, Mo. (M)

Flexibles. J. S. Zulick & Co., Orwigsburg, Pa. (M)

Flexible-Tread. The Big "K" Shoe Co., Cincinnati, Ohio. (M)

Flexies. Simplex Shoe Mfg. Co., Milwaukee, Wis. (M)

Flexipac. Hood Rubber Co., Watertown, Mass. (M)

Flexi-Tread. E. E. Taylor Corp., Boston, Mass. (M)

Flexlite. Converse Rubber Shoe Co., Malden, Mass. (M)

Flexity Process. Thos. G. Plant Corp., Boston, Mass. (M)

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Flex-Mode. Krippendorf Dittmann Co., Cincinnati, Ohio. (M) See Advt. Page 117.

Flexeak. C. G. Fleckenstein Co., Muskegon, Mich.

Flex-o-Lite. Smith & Herrick Co., Albany, N. Y. (W)

Flexon. Hood Rubber Co., Inc., Watertown, Mass. (M)

Flexover. Hood Rubber Co., Watertown, Mass. (M)

Flex-O-Welts. Thoman Shoe Co., Inc., Columbus, Ohio. (M)

Flexridge Shoe, The. The United States Shoe Co., Cincinnati, Ohio. (M)

Flexrite. The United States Shoe Co., Cincinnati, Ohio. (M)

Flex Shank. The United States Shoe Co., Cincinnati, Ohio. (M)

Flexsole. Endicott Johnson Corp., Endicott, N. Y. (M)

Flexwood. Hood Rubber Co., Inc., Watertown, Mass. (M)

Fli Hi. Phillips Baker Rubber Co., Providence, R. I. (M)

Flintstone. Morse & Rogers, Branch International Shoe Co., New York City. (W)

Floradora. Keystone Shoe Mfg. Co., Kutztown, Pa. (M)

Florsheim Feeture Arch Shoe, The. Florsheim Shoe Co., Chicago, Ill. (M) See Advt. Page 85.

Florsheim Ped Pli Process. The Florsheim Shoe Co., Chicago, Ill. (M) See Advt. Page 85.

Florsheim Shoe, The. For the Man Who Cares. The Florsheim Shoe Co., Chicago, Ill. (M) See Advt. Page 85.

Florsheim Shoe, The. For the Woman Who Cares. The Florsheim Shoe Co., Chicago, Ill. (M) See Advt. Page 85.

Flyer. Endicott Johnson Corp., Endicott, N. Y. (M)

Flyer. Hood Rubber Co., Watertown, Mass. (M)

Flying Ace Shoes. Phyllis Shoe Co., Lowell, Mass. (M)

Flying Fools, Secret Order. Holland Shoe Co., Holland, Mich. (M)

Follow Through. Levy Shoe Co., Montgomery, Ala. (W)

Foot-Aid. Standard Shoemaking Co., Boston, Mass. (M)

Foot Bridge Shoe. The Menihan Co., Rochester, N. Y. (M)

Foot-Builder. Friedman Shelby Branch, International Shoe Co., St. Louis, Mo. (M)

Foot Charms. Brown Shoe Co., St. Louis, Mo. (M)

Foot Comfort. B. & P. Footwear Co., Inc., Oswego, N. Y. (M)

Foot-Craft. Manning Shoe Stores, Meriden, Conn. (R)

Foot Culture. Roberts Johnson & Rand Branch, International Shoe Co., St. Louis, Mo. (M)

Foot Darlings. Sherwood Shoe Co., Rochester, N. Y. (M)

Foot Delight. Bancroft Walker Co., Boston, Mass. (M)

Foot Developer. Glaser Shoe Co., San Francisco, Cal. (W)

Foot Doctor. Heywood Boot & Shoe Co., Worcester, Mass. (M)

Footer. Hood Rubber Co., Watertown, Mass. (M)

Foot-Fashion. Friedman Shelby Branch, International Shoe Co., St. Louis, Mo. (M) See Advt. Page 93.

Foot Fitters. Allen-Edmonds Shoe Corp., Belgium, Wis. (M)

Foot Friend. Julian & Kokenge Co., Cincinnati, Ohio. (M)

Foot-Friend. Shoes for Men. Lape & Adler Co., Columbus, Ohio. (M) See Advt. Page 89.

Foot Friends—Shoes for Men. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Footgluv. (Fullman Slippers). Swan Shoe Co., Inc., Baltimore, Md. (M)

Foot Health. W. H. Lampe Shoe Co., St. Louis, Mo. (M)

Foot Insurance for the Future. The Julian & Kokenge Co., Cincinnati, Ohio. (M)

Foot-Joy—The Shoe That's Different. Field & Flint Co., Brockton, Mass. (M)

Foot Kare. H. Malkin's Sons, New York City. (W)

Foot-King. Field Bros. & Gross Co., Auburn, Me. (M)

Foot Knead Comfort in Every Step. Petol Shoe Co., New York City, N. Y.

Footline. Sears, Roebuck & Co., Chicago, Ill. (R)

Foot-Lite Ballets. Brooks Shoe Mfg. Co., Philadelphia, Pa. (M)

Foot Model. Men's Shoes. The Hecht Co., Washington, D. C. (R)

Foot Model Shoes. Wiswell Everston Shoe Fg. Co., Cedar Grove, Wis.

Foot Mould. Betty Shoe Co., Brooklyn, N. Y. (M)

Footographs. Allen Edmonds Shoe Co., Belgium, Wis. (M)

Footogs. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

Foot Pals for Men—Pep Your Step. Wall-Streeter Shoe Co., No. Adams, Mass.

Foot Pleazer Shoe Correct Fashion Correct Fit. J. N. Adam & Co., Buffalo, N. Y.

Foot Preserver. Designed by Dr. Starr. Star Shoe Mfg. Co., Boston, Mass. (W)

Footprints. E. P. Reed & Co., Rochester, N. Y. (M)

Foot Protector Comfort Walker. Durand Shoe Co., Richmond, Me. (M)

Foot Rest. Krippendorf-Dittmann Co., Cincinnati, Ohio. See Advt. Page 117.

Foot Rester. Milford Shoe Co., Milford, Mass. (M)

Foot Rest Shoe. That Comfortable Feeling. Xenia Shoe Mfg. Co., Xenia, Ohio. (M)

Foot Saver. Julian & Kokenge Co., Cincinnati, Ohio. (M)

Foot Savers—Shoes for Men. Commonwealth Shoe & Lea. Co., Whitman, Mass. (M)

Foot Soother. Clinton Shoe Mfg. Co., Clinton, Iowa. (M)

Foot Soothers. Marathon Shoe Co., Wausau, Wis. (M)

Foot-Tonik. Clement & Ball Shoe Mfg. Co., Baltimore, Md. (M)

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Chic footwear for the Petite Miss
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VERSAILLES
Stylish footwear for women at popular prices
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DIRECTORY of TRADE NAMES and BRANDS of SHOES

Footroom. Brown Shoe Co., St. Louis, Mo. (M)

Foot Science. Brown Shoe Co., St. Louis, Mo. (M)

Forbush Cushion Sole. The Forbush Shoe Co., N. Grafton, Mass. (M)

Forbush Shoe, The. The Forbush Shoe Co., N. Grafton, Mass. (M)

"For Ease." Newton Elkin Shoe Co., Philadelphia, Pa.

Forester. Forester Shoe Mfg. Co., Seattle, Wash. (M)

Forget-Me-Not Baby Welts. F. Brown Shoe Co., Allentown, Pa. (M)

For Life's Springtime. Sinbac Shoe Mfg. Co., Chicago, Ill. (M)

Formedic. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Former l'Arche. Shipley & Sons, Philadelphia, Pa. (M)

For the Rest of Your Days. Hurley Shoe Co., Rockland, Mass. (M)

For the Sidewalks of ——. The United States Shoe Co., Cincinnati, Ohio. (M)

For Those Who Care—Guaranteed to Wear. Margolin Shoe Co., Chicago, Ill. (M)

Fortified. Holland Shoe Co., Holland, Mich. (M)

Fortmason. Hood Rubber Co., Watertown, Mass. (M)

Forward. Hood Rubber Co., Watertown, Mass. (M)

Four Square Footwear. Keehn Bros., Chicago, Ill. (W)

Fox-Novelty-Footwear. M. Fox & Co., Philadelphia, Pa. (W)

Franc-O-Woven. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Franklin. B. A. Corbin & Son Co., Marlboro, Mass. (M)

Franklin. Franklin Shoe Co., Boston, Mass. (W)

Franklin Fits the Foot. Franklin Shoe Co., Boston, Mass. (W)

Franklin Special Shoe. Franklin Shoe Co., Boston, Mass. (W)

Freedom. Endicott Johnson Corp., Endicott, N. Y. (M)

Freeman Champion Four. Freeman Shoe Corp., Beloit, Wis. (M)

Freeman Famous Five. Freeman Shoe Corp., Beloit, Wis. (M) See Advt. Page 85.

Freeman Imperial Six. Freeman Shoe Corp., Beloit, Wis. See Advt. Page 85.

Free Play. Central Shoe Co., St. Louis, Mo. (M)

Freetoe. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Free Toe. Endicott Johnson Corp., Endicott, N. Y. (M)

Friar, The. Forbush Shoe Co., N. Grafton, Mass. (M)

Friedman Shelby. Friedman Shelby, Branch International Shoe Co., St. Louis, Mo. (M) See Advt. Page 93.

Friendly. Jarman Shoe Co., Nashville, Tenn. (M)

Friendly Five, The. Jarman Shoe Co., Nashville, Tenn. (M)

Friendly Grip. Jarman Shoe Co., Nashville, Tenn. (M)

Friendly to the Feet. Farman Shoe Co., Nashville, Tenn. (M)

Frolic. Brown Shoe Co., St. Louis, Mo. (M)

F—The Mark of Quality. Firestone Footwear Co., Boston, Mass. (M)

Full Value. Durand Shoe Co., Richmond, Me. (M)

Ful-O-Pep. Marathon Shoe Co., Wausau, Wis. (M)

Ful-Fitter. J. Dunoff & Sons, Philadelphia, Pa. (M)

G

Gaberdette. Cambridge Rubber Co., Cambridge, Mass. (M)

Gardener. Goodwill Shoe Co., Holliston, Mass. (M)

Garageman. Goodwill Shoe Co., Holliston, Mass. (M)

Garditoe Safety Shoes. Chippewa Shoe Mfg. Co., Chippewa Falls, Wis. (M)

Garfield. Morse & Rogers, New York City. (W)

Garrison. Endicott Johnson Corp., Endicott, N. Y. (M)

Gaytees. The Tailored Overshoe. United States Rubber Co., New York City. (M)

Gee Whiz. Nath'l. Fisher & Co., New York City. (M & W)

Gem. Dunham Bros. Co., Brattleboro, Vt. (W)

Gem. Peters Branch, International Shoe Co., St. Louis, Mo. (M)

General Montgomery—A Shoe That Commands Attention. Montgomery Shoe Co. of America, Inc., Milwaukee, Wis. (W)

General Shu. Cambridge Rubber Co., Cambridge, Mass. (M)

Genesee. Wm. Eastwood & Son Co., Rochester, N. Y. (R)

Genesee. Mocca Shoe Co., Rochester, N. Y. (M)

Genesee Arch. Wm. Eastwood & Son Co., Rochester, N. Y. (M)

Genuine Elk. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Genuine Kid Cushion Sole. Durand Shoe Co., Richmond, Me. (M)

Geneva. The B. F. Goodrich Co., Akron, Ohio. (M)

Geneva. Hood Rubber Co., Watertown, Mass. (M)

Genteel. Goodwill Shoe Co., Holliston, Mass. (M)

George F. Johnson. Endicott Johnson Corp., Endicott, N. Y. (M)

Georgianna. Lovell Shoe Co., Waterbury, Conn. (W)

Gerberich's Boy's Shoes. Gerberich-Payne Shoe Co., Mount Joy, Pa. (M)

Germania Health. Chas. E. Lynch Shoe Mfg. Co., Inc., Brockton, Mass. (M)

Germania Kid. Chas. E. Lynch Shoe Mfg. Co., Inc., Brockton, Mass. (M)

Geuting's Drifut. A. H. Geuting Co., Philadelphia, Pa. (R)

Geuting's Fleetfoot. A. H. Geuting Co., Philadelphia, Pa. (R)

Geuting's Fresh. A. H. Geuting Co., Philadelphia, Pa. (R)

Geuting's Guild Group. A. H. Geuting Co., Philadelphia, Pa. (R)

Geuting's Joan and Tim Thrift Shoes. A. H. Geuting Co., Philadelphia, Pa. (R)

Geuting's Megafone. A. H. Geuting Co., Philadelphia, Pa. (R)

Geuting's Par-Moc. A. H. Geuting Co., Philadelphia, Pa. (R)

Geuting's Patrol Shoe. A. H. Geuting Co., Philadelphia, Pa. (R)

Geuting's Philly-Ty. A. H. Geuting Co., Philadelphia, Pa. (R)

Geuting's Runabouts (Sneakers). A. H. Geuting Co., Philadelphia, Pa. (R)

Geuting's Shoor Tred Golfer. A. H. Geuting Co., Philadelphia, Pa. (R)

Geuting's Shoor-Tred Poise Control. A. H. Geuting Co., Philadelphia, Pa. (R)

Geuting's Town Group. A. H. Geuting Co., Philadelphia, Pa. (R)

Ghillie. Hood Rubber Co., Watertown, Mass. (M)

Giant Calf. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Giants. Cambridge Rubber Co., Cambridge, Mass. (M)

Gibraltar. Endicott Johnson Corp., Endicott, N. Y. (M)

Gibraltar. B. Rosenberg & Sons, Inc., New Orleans, La. (M)

Gibro Shoe, The. Given Bros. Shoe Co., El Paso, Tex. (W)

Gilda. The B. F. Goodrich Co., Akron, Ohio. (M)

Gilt Edge Boot. Converse Rubber Shoe Co., Malden, Mass. (M)

Girl Graduate. Geo. D. Witt Shoe Co., Southern Dept. Craddock Terry Co., Lynchburg, Va. (M)

Girls Club. Endicott Johnson Corp., Endicott, N. Y. (M)

Given Bros. Triple Arch. Given Bros. Shoe Co., El Paso, Tex. (W)

Glacier. Endicott Johnson Corp., Endicott, N. Y. (M)

Gladiator. B. Rosenberg & Sons, Inc., New Orleans, La. (M)

Gladmore Play Shoe. Jno. J. Schulten & Co., Louisville, Ky. (W)

Glasgow. Hood Rubber Co., Watertown, Mass. (M)

Glass Worker. Endicott Johnson Corp., Endicott, N. Y. (M)

Glendale. Hood Rubber Co., Inc., Watertown, Mass. (M)

Glendale. The Julian & Kokange Co., Cincinnati, Ohio. (M)

Glendeen. A. G. Spalding & Bros., Brooklyn, N. Y. (M)

Gleneagles. Hood Rubber Co., Watertown, Mass. (M)

Glen Echo. Peters Branch, International Shoe Co., St. Louis, Mo. (M)

Glengairn. Cambridge Rubber Co., Cambridge, Mass. (M)

Glenwood. A. G. Spalding & Bros., Brooklyn, N. Y. (M)

Globe Trotter. Endicott Johnson Corp., Endicott, N. Y. (M)

Gloria Kid Cushion Sole. Durand Shoe Co., Richmond, Me. (M)

Glorified Footwear. Nath'l. Fisher & Co., New York City. (M & W)

Glove Fitting Shoe, The. P. Surad, Cleveland, Ohio. (R)

Glove Grip. M. N. Arnold Shoe Co., No. Abington, Mass. (M)

Glove Kid. J. W. Carter Co., Nashville, Tenn. (M)

Goblin. Saucony Shoe Mfg. Co., Inc., Kutztown, Pa. (M)

Goding Shoe, The. The Golding Shoe Co., Paris, Ill. (M)

Godman. H. C. Godman Co., Columbus, Ohio. (M)

Go-Getter. Endicott Johnson Corp., Endicott, N. Y. (M)

Gold Bond Shoe. Old Colony Shoe Co., Brockton, Mass. (M)

Goldcoast. L. Klein, Inc., Chicago, Ill. **Darex.** (for soles, counters, toes, etc.). Dewey & Almy Chemical Co., North Cambridge, Mass. See Advt. Back Cover.

Golden Oak. Endicott Johnson Corp., Endicott, N. Y. (M)

Golden Sporting Shoe. Golden Sporting Shoe Co., Brockton, Mass. (M)

Gold Seal. B. & P. Footwear Co., Inc., Oswego, N. Y. (M)

Gold Seal. Cohen Adler Shoe Co., Baltimore, Md. (W)

Gold Seal. The Goodyear Rubber Co., Middletown, Conn. (M)

Goldseal Barefoot Sandals. Gold Seal Slipper Co., New York City. (M)

Gold Smith. The P. Goldsmith Sons Co., Cincinnati, Ohio. (M)

Gold Star. Frank M. Larrabee, Portland, Me. (W)

Gold Tip. B. A. Corbin & Son Co., Marlboro, Mass. (M)

Gold Tip Shoes. Keehn Brothers, Chicago, Ill. (W)

Golf. Endicott Johnson Corp., Endicott, N. Y. (M)

Golfmox. Berkshire Footwear Corp., Holliston, Mass. (M)

Golf Oxford. The Servus Rubber Co., Rock Island, Ill. (M)

Golfshu. Hood Rubber Co., Watertown, Mass. (M)

Good As Gold Brand. The Big K Shoe Co., Cincinnati, Ohio. (M)

Good Feeler. Peters Branch, International Shoe Co., St. Louis, Mo. (M)

Good for Bad Boys Shoes. Huntington Shoe & Leather Co., Huntington, Ind. (M)

Goodrich. Bradley Goodrich Co., Inc., Haverhill, Mass. (M)

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Goodrich. The B. F. Goodrich Co., Akron, Ohio. (M)

Good Service. Central Shoe Co., St. Louis, Mo. (M)

Good Service. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Good Value. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Good Value. Peters Branch, International Shoe Co., St. Louis, Mo. (M)

Good Wear. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Goodwill Shoes. Goodwill Shoe Co., Holliston, Mass. (M) See Advt. Page 85.

Goodwork. Endicott Johnson Corp., Endicott, N. Y. (M)

Goodyear Black Diamond. Phillips-Baker Rubber Co., Providence, R. I. (M)

Goodyear Blue Diamond. Phillips-Baker Rubber Co., Providence, R. I. (M)

Goodyear Diamond Quality. Phillips-Baker Rubber Co., Providence, R. I. (M)

Goodyear Glove. United States Rubber Co., New York City. (M)

Gordian. Geo. D. Witt Shoe Co., Southern Dept., Craddock Terry Co., Lynchburg, Va. (M)

Gorham. Hood Rubber Co., Watertown, Mass. (M)

Gorilla. H. H. Brown Shoe Co., Inc., North Brookfield, Mass. (M)

Gorsuch Surgical. G. H. Gorsuch & Sons, Baltimore, Md. (M)

Go-Ru-Co. The B. F. Goodrich Co., Akron, Ohio. (M)

Gosling. G. F. Gosselin & Son, St. Paul, Minn. (M)

Gosling's First Step Shoes (Wigwam with a Sole). G. F. Gosselin & Sons, St. Paul, Minn. (M)

Gotzian Juniors. C. Gotzian & Co., St. Paul, Minn. (M)

Governor. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Go-Well. Fargo Hallowell Shoe Co., Chicago, Ill. (M)

Grace Foote. Melville Shoe Corp., New York City. (R)

Graceful. Geo. D. Witt Shoe Co., Southern Dept., Craddock Terry Co., Lynchburg, Va. (M)

Graduate. Endicott-Johnson Corp., Endicott, N. Y. (M)

Gra-Elk. Graham Bumgarner Co., Parkersburg, W. Va. (W)

Graham. Graham Bumgarner Co., Parkersburg, W. Va. (W)

Graman. Hood Rubber Co., Watertown, Mass. (M)

Grammar School Shoes. The Jos. P. Dunn Shoe & Leather Co., Denver, Colo. (W)

Granby. Hood Rubber Co., Watertown, Mass. (M)

Grand Bank. Hood Rubber Co., Watertown, Mass. (M)

Grand Central. Central Shoe Co., St. Louis, Mo. (M)

Granite. Goodwill Shoe Co., Holliston, Mass. (M)

Granite Rock. Morse & Rogers, New York Branch International Shoe Co., New York City. (W)

Grant Flexated Shoe for Men, The. Excelsior Shoe Co., Portsmouth, Ohio. (M)

Grant Shoe, The. The Deco Export Co., Inc., New York City. (W)

Graskort. Hood Rubber Co., Watertown, Mass. (M)

Greater Boston, Student. Lane Brothers Co., Boston, Mass. (W)

Greatest. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Great Scott. Doerman Shoe Mfg. Co., South Milwaukee, Wis. (M) See Advt. Page 105.

Great Scott Shoes for Children. Brandau Shoe Co., Detroit, Mich. (W)

Great Western. Endicott-Johnson Corp., Endicott, N. Y. (M)

Gre-Bear. Geo. W. Greber Shoe Co., Cleveland, Ohio. (W)

Greeley's Quality Slipper. A. W. Greeley, Haverhill, Mass. (M)

Greenflex. Green Shoe Mfg. Co., Boston, Mass. (M)

Greenland Brand. Advance Wool Skin Shoe Co., Chicago, Ill. (M)

Grenada Beautiful Shoes. I. Miller & Sons, Inc., Long Island City, N. Y. (M) See Advt. Page 115.

Greatest. Roberts, Johnson & Brand, Branch International Shoe Co., St. Louis, Mo. (M)

Greybird. Cambridge Rubber Co., Cambridge, Mass. (M)

Greygull. Cambridge, Mass. (M)

Greyhound. Hood Rubber Co., Watertown, Mass. (M)

Greylark. Cambridge Rubber Co., Cambridge, Mass. (M)

Grid Iron. Cambridge Rubber Co., Cambridge, Mass. (M)

Gripsem Arch. Hurley Shoe Co., Rockland, Mass. (M)

Gripsem G/A Arch Shoe—A Cradle For The Foot. Hurley Shoe Co., Rockland, Mass. (M)

"Grip Sure" Canvas Footwear. The Beacon Falls Rubber Shoe Co., Beacon Falls, Conn. (M)

Grit. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Gro-Rite. The J. Newton Seitz Shoe Co., Baltimore, Md. (M)

Gro-Shoes. Macy's, New York, N. Y. (R)

Gross-No Nail. Field Bros. & Gross Co., Auburn, Me. (M)

Groton Shoe. Linscott-Tyler-Wilson Co., Boston, Mass. (M)

Groton Special. Linscott-Tyler-Wilson Co., Boston, Mass. (M)

Ground Gripper, The Corrective. Ground Gripper Shoe Co., Inc., Boston, Mass. (M)

Ground Gripper, Modified. Ground Gripper Shoe Co., Inc., Boston, Mass. (M)

Grover. J. J. Grover's Sons Co., Stoneham, Mass. (M)

Grover Fashion Shoes. J. J. Grover's Sons Co., Stoneham, Mass. (M)

Grover Foot Arch Shoe. J. J. Grover's Sons Co., Stoneham, Mass. (M)

Grover Lady Constance Comfort Shoe. J. J. Grover's Sons Co., Stoneham, Mass. (M)

Grover Nature's Way Shoe. J. J. Grover's Sons Co., Stoneham, Mass. (M)

SAINT LOUIS TRADE MARKS AND BRANDS

Paradise Shoes

"She Walks in Beauty"
(Registered separately and collectively)
BRAUER BROS. SHOE CO., St. Louis, Mo.
Women's Novelty Shoes

Red Goose Shoes
FRIEDMAN-SHELBY
ALL LEATHER
SHOES

Made by
FRIEDMAN-SHELBY
Branch
INTERNATIONAL SHOE CO.
St. Louis

FOOT FASHION
HEALTH SHOES
COMBINATION LAST

The Billiken Shoe
Choice of Young America
made by
McELROY-SLOAN
ST. LOUIS

NASSCO
Wonderful Shoes
IN-STOCK
Women's Smart Footwear to Retail
at $3.00 and $4.00
NATIONAL SPECIALTY SHOE CO.
1320 WASHINGTON AVE.
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NATIONAL MAID

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Grover Soft Shoes for Tender Feet. J. J. Grover's Sons Co., Stoneham, Mass. (M)

Grover Three-Point Shoe. J. J. Grover's Sons Co., Stoneham, Mass. (M)

Growing Queen. Thos. G. Plant Corp., Boston, Mass. (M)

Grow Right. S. J. Brouwer Shoe Co., Milwaukee, Wis. (R)

Guard. Hood Rubber Co., Watertown, Mass. (M)

Guardsman. Hutchinson-Winch, Boston Branch, International Shoe Co., Boston, Mass. (W)

Guaranteed Solid 100% Leather. Platell Shoe Co., New York, N. Y. (W)

Guide King. Hood Rubber Co., Watertown, Mass. (M)

Guild. The Footwear Guild, Inc., New York, N. Y.

Guild Footwear. The Footwear Guild, Inc., New York, N. Y.

Gumbo. Converse Rubber Shoe Co., Malden, Mass. (M)

Gunner. Converse Rubber Shoe Co., Malden, Mass. (M)

Gusher. Endicott-Johnson Corp., Endicott, N. Y. (M)

Guy's Smart Shoes. The J. K. Orr Shoe Co., Atlanta, Ga. (M)

Gym. The B. F. Goodrich Co., Akron, Ohio. (M)

Gymnast. Cambridge Rubber Co., Cambridge, Mass. (M)

Gymshu. Hood Rubber Co., Watertown, Mass. (M)

Gypsy. Converse Rubber Shoe Co., Malden, Mass. (M)

H

H. Holland Shoe Co., Holland, Mich. (M)

Hagerstown. Hagerstown Shoe & Legging Co., Hagerstown, Md. (M)

Hahn Special. William Hahn & Co., Washington, D. C.

Halco Brand. Hagerstown Shoe & Legging Co., Hagerstown, Md.

Hamilton. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Hamilton-Brown $5 and $6 Arch Support. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Hammond Shoe. Adams & Co., Hammond, La. (M)

Hampton. Cambridge Rubber Co., Cambridge, Mass. (M)

Hampton. Hood Rubber Co., Watertown, Mass. (M)

Hanan. Hanan & Son, Brooklyn, N. Y. (M)

Hanapeds. W. D. Hannah Shoe Co., Newburyport, Mass. (M)

Hanover. Hood Rubber Co., Watertown, Mass. (M)

Hanover Shoe, The. Sheppard & Myers, Inc., Hanover, Pa. (M)

Happiness Shoes. The Whitney-Roth Shoe Co., Cleveland, Ohio. (W)

Happy-Arch. Lape & Adler Co., Columbus, Ohio. (M)

Happy Boy. Powell & Campbell, New York City. (M & W)

Happy Dan. Endicott-Johnson Corp., Endicott, N. Y. (M)

Happy Days. Charles Meis Shoe Co., Cincinnati, Ohio. (W)

Happy Juniors. Degner Shoe Mfg. Co., Milwaukee, Wis. (M)

Happy Kiddie. Nath'l Fisher & Co., New York City. (W)

Happy Soles. The Pilot Shoe Co., Baltimore, Md. (W)

Happytoe. W. C. Goodger, Rochester, N. Y. (M)

Happy Tread. Crowder-Cooper Shoe Co., Indianapolis, Ind. (W)

Hardcourt. Hood Rubber Co., Watertown, Mass. (M)

Harding. Chicago Footwear Co., Chicago, Ill. (W)

Hardware. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Hardwear. The Servus Rubber Co., Rock Island, Ill. (M)

Hardy. Endicott-Johnson Corp., Endicott, N. Y. (M)

Hardy. Goodwill Shoe Co., Holliston, Mass. (M)

Hardy Boy. Harsh & Chapline Shoe Co., Milwaukee, Wis. (M)

Hardy Fut Shoes. Sinsheimer Bros. & Co., Chicago, Ill. (M)

Hardy Hide. Harsh & Chapline Shoe Co., Milwaukee, Wis. (M)

Harlow Klingtite, The. McCord-Norton Shoe Co., St. Joseph, Mo. (M)

Harlow Shoe, The. McCord-Norton Shoe Co., St. Joseph, Mo. (M)

Harshline. Universal Shoe Mfg. Co., Milwaukee, Wis. (M)

Harvard. Endicott-Johnson Corp., Endicott, N. Y. (M)

Harvard. Hood Rubber Co., Watertown, Mass. (M)

Harwich. Hood Rubber Co., Watertown, Mass. (M)

Haskell. The B. F. Goodrich Co., Akron, Ohio. (M)

Hasson Shoe. M. E. Haskell & Sons, Boston, Mass. (W)

Havana. Cambridge Rubber Co., Cambridge, Mass. (M)

Harvester. Friedman-Shelby Branch, International Shoe Co., St. Louis, Mo. (M)

Hawk. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Hawkeye. Converse Rubber Shoe Co., Malden, Mass. (M)

Haynes Henson Shoe Co. Haynes Henson Shoe Co., Knoxville, Tenn. (M)

Hazzard Shoe, The. R. P. Hazzard Co., Gardiner, Me. (M)

H. B. Special. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Headlight. The B. F. Goodrich Co., Akron, Ohio. (M)

Healdarch Shoes. Stetson Shoe Co., Inc., South Weymouth, Mass. (M)

Health Built Arch. Elias Katz Shoe Factories, Inc., Los Angeles, Cal. (M)

Health Hiker. Ramsey's, Inc., New York City. (M)

Health Maker. H. F. Malott Shoe Co., Chicago, Ill. (M)

Healthmate. Richard White & Co., Inc., Philadelphia, Pa. (M)

Health Mode. Robinson-Bynon Shoe Co., Auburn, N. Y. (M)

"Health-O-Pedic" and "Modern Miss" (Women's). H. Gordon, New York City. (W)

Health Shoe. Durand Shoe Co., Richmond, Me. (M)

Health-Walks (Play Shoes). Mid-West Shoe Co., Chicago, Ill. (M)

Health-Walks. (Try-Steps). Mid-West Shoe Co., Chicago, Ill. (M)

Heel Hugger (Shoes for Women). Heel Hugger Shoes, Inc., Auburn, N. Y. (M) See Advt. Page 85.

Hefty. Hood Rubber Co., Watertown, Mass. (M)

Helmholz. Helmholz Shoe Mfg. Co., Cudahy, Wis. (M)

Helmholz Jimmy & Jenny. Helmholz Shoe Mfg. Co., Cudahy, Wis. (M)

Helthy Fut-For Life's Springtime. Sinbac's Shoe Mfg. Co., Chicago, Ill. (M)

Henke. Henke Baby Shoe House, Chicago, Ill. (W)

Henne. Ground Gripper Shoe Co., Inc., Brooklyn, N. Y. (M)

Her Activity Shoes. The Walker T. Dickinson Co., Columbus, Ohio. (M) See Advt. Page

Herbst. Herbst Shoe Mfg. Co., Milwaukee, Wis. (M) See Advt. Page 114.

Hercules. The Servus Rubber Co., Rock Island, Ill. (M)

Hercules. The L. D. Stickles Shoe Co., Red Wing, Minn. (M)

Herlmer Shoes for Children. Herbert L. Marx Co., Inc., Albany, N. Y. (W)

Her Majesty. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Herrick Hard Hitters. G. W. Herrick Shoe Co., Newburyport, Mass. (M)

Herrick Shoe, The. G. W. Herrick Shoe Co., Newburyport, Mass. (M)

Hesson. H. E. Smith & Son, Inc., Worcester, Mass. (W)

Heywood Shoe, The. Heywood Boot & Shoe Co., Worcester, Mass. (M) See Advt. Page 85.

Heywood Special for Women. Heywood Boot & Shoe Co., Worcester, Mass. (M)

H. & F. Howard & Foster, Inc., Brockton, Mass. (M)

Hi-Arch Combination. Boyd-Welsh Shoe Co., St. Louis, Mo. (M)

HiBoy. Hood Rubber Co., Watertown, Mass. (M)

Higea. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Highartistic. Chas. W. Strohbeck, Inc., Brooklyn, N. Y. (M)

High Ball. The B. F. Goodrich Co., Akron, Ohio. (M)

High Gear. Levy Shoe Co., Montgomery, Ala. (W)

High Grade Cow Boy Boots—All Goodyear Welts. G. O. Blucher Boot Co., Olathe, Kan. (M)

High Honor. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Highland. Hood Rubber Co., Inc., Watertown, Mass. (M)

High Mark. H. Malkin's Sons, New York City. (W)

Hike. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Hiker. Goodwill Shoe Co., Holliston, Mass. (M)

Hiker. Holland Shoe Co., Holland, Mich. (M)

Hiker. Hood Rubber Co., Inc., Watertown, Mass. (M)

Hiker Brand Puttees. Lehman Hays Mfg. Co., Los Angeles, Cal. (M)

Hiker-Moc. Winchell Shoe Mfg. Co., Natick, Mass. (M)

Hiker Super Service. Winchell Shoe Mfg. Co., Natick, Mass. (M)

Hikester. Hood Rubber Co., Inc., Watertown, Mass. (M)

Hi-Kicks. Endicott-Johnson Corp., Endicott, N. Y. (M)

Hi-King. The B. F. Goodrich Co., Akron, Ohio. (M)

Hill Shoes. Hill Bros. Co., Hudson, Mass. (M)

Hill Crest. Geo. D. Witt Shoe Co., Southern Dep., Craddock-Terry Co., Lynchburg, Va. (M)

Hill & Dale. Dizon-Bartlett Co., Baltimore, Md. (M)

Hilliard Shoe. F. M. Hoyt Shoe Co., Manchester, N. H. (M)

Hilosh. Hood Rubber Co., Inc., Watertown, Mass. (M)

Hi-Moc. Cambridge Rubber Co., Cambridge, Mass. (M)

Himiner. Mishawaka Rubber and Woolen Co., Mishawaka, Ind. (M)

Hine & Lynch. Chas. E. Lynch Shoe Mfg. Co., Inc., Brockton, Mass. (M)

Hipac. The B. F. Goodrich Co., Akron, Ohio. (M)

Hip Boot. Servus Rubber Co., Rock Island, Ill. (M)

Hi-Press. The B. F. Goodrich Co., Akron, Ohio. (M)

Hi-Quality. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Hishu. Hood Rubber Co., Watertown, Mass. (M)

Hi Slide. Firestone Footwear Co., Boston, Mass. (M)

Hi-Valu. Kambach & Kettman, Inc., Davenport, Iowa. (W)

Hi-Value. The Servus Rubber Co., Rock Island, Ill. (M)

Hivamp. Cambridge Rubber Co., Cambridge, Mass. (M)

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Hi-Vamp. Hood Rubber Co., Watertown, Mass. (M)

Hi Voltage. Nath'l Fisher & Co., New York City. (M & &W)

Hi-Way. Cambridge Rubber Co., Cambridge, Mass. (M)

H. J. Collis. H. J. Collis Athletic Shoe Co., Taunton, Mass. (M)

H. M. The Hoge Montgomery Co., Frankfort, Ky.

Hocking. The B. F. Goodrich Co., Akron, Ohio. (M)

Hoffert Italian. Dancing Slippers. Chicago Theatrical Shoe Co., Chicago, Ill.

Hold Shape. The Tailored Shoe. The United States Shoe Co., Cincinnati, Ohio (M)

Holiday. Hood Rubber Co., Watertown, Mass. (M)

Holland. Holland Shoe Co., Holland, Mich. (M)

Holly-Arch. Cushman Hollis Co., Auburn, Me. (M)

Hollywood Healthbuilt Arch. Elias Katz Shoe Factories, Inc., Los Angeles, Cal. (M)

Hollywood Screen Star Slippers. Elias Katz Shoe Factories, Inc., Los Angeles, Cal. (M)

Hollywood Screen Star Slipper Makers. Elias Katz Shoe Factories, Inc., Los Angeles, Cal. (M)

Holstein. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Hoters Shoe, The. The United States Shoe Co., Cincinnati, Ohio (M)

Home Cheer. Central Shoe Co., St. Louis, Mo. (M)

Home-Ease (Comfort Shoe). Brandau Shoe Co., Detroit, Mich. (W)

Home & Farm. McElroy Sloan Shoe Co., Western Dept. Craddock Terry Co., St. Louis, Mo. (M)

Homer. The B. F. Goodrich Co., Akron, Ohio (M)

Home Guard. Endicott-Johnson Corp., Endicott, N. Y. (M)

Home Run. Brown Shoe Co., St. Louis, Mo. (M)

Homestake. Central Shoe Co., St. Louis, Mo. (M)

Homestead. Goodwill Shoe Co., Holliston, Mass. (M)

Homestead. Tyer Rubber Co., Andover, Mass. (M)

Home-Tanned. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Home Trade. Home Trade Shoe Store, Inc., Minneapolis, Minn. (R)

Home Trade Athlete. Home Trade Shoe Stores, Inc., Minneapolis, Minn. (R)

Home Trade Pediform. Home Trade Shoe Stores, Inc., Minneapolis, Minn. (R)

Honest Value. Endicott-Johnson Corp., Endicott, N. Y. (M)

Honest Wear. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Honesty. Friedman Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Honor. Endicott-Johnson Corp., Endicott, N. Y. (M)

Honor Bright. Friedman Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Hood. Hood Rubber Co., Watertown, Mass. (M) See Advt. Page 130.

Hoopster. Hood Rubber Co., Watertown, Mass. (M)

Hoosier Pal by Marion. Marion Shoe Co., Marion, Ind. (M)

Hop Skip. La Londe & Clarke, Inc., Rochester, N. Y. (M)

Horco Slipper. Vincent Horwitz Co., New York City (M)

Household. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Houseshoe. Hood Rubber Co., Watertown, Mass. (M)

"House of Winners," The. Fashion Shoe Co., St. Louis, Mo. (M)

Howard & Foster Shoe, The. Howard & Foster, Inc., Brockton, Mass. (M)

Howler. Cambridge Rubber Co., Cambridge, Mass. (M)

Hoyts. F. M. Hoyt Shoe Co., Manchester, N. H. (M)

Hoyt's Arch Welts. F. M. Hoyt Shoe Co., Manchester, N. H. (M)

Hoyt's Tailored Arch. F. M. Hoyt Shoe Co., Manchester, N. H. (M)

Hoyt's Tailored Welts. F. M. Hoyt Shoe Co., Manchester, N. H. (M)

Hub Mark. United States Rubber Co., New York City (M)

Huck-Finn. "Huck-Finn Mannish Shoes for Young Gentlemen." Lancaster Shoe Co., Elizabethtown, Pa. (M)

Hudson. The B. F. Goodrich Co., Akron, Ohio. (M)

Hug Tite. Chas. Meis Shoe Mfg. Co., Cincinnati, Ohio (W)

Hu-Man-Ic. Brown Shoe Co., St. Louis, Mo. (M)

Hu-man-ic. United Shoe Mfg. Co., St. Louis, Mo. (M) See Advt. Page 97.

Hummer. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Humpty Dumpty. Monroe Bros. & Co., Philadelphia, Pa. (W)

Humpty Dumpty Shoes. Willits Shoe Co., Halifax, Pa. (M)

Hunkidori. Hand Made Shoe Co., Chippewa Falls, Wis. (M)

Hunkidori. Work Shoes. Hand Made Shoe Co., Chippewa Falls, Wis. (M)

Huntsman. Hood Rubber Co., Watertown, Mass. (M)

Hurd Shoes Are Good Shoes. Hurd Shoe Co., Inc., Utica, N. Y. (W)

Hurdler. Cambridge Rubber Co., Cambridge, Mass. (M)

Hurley Arch. Hurley Shoe Co., Rockland, Mass. (M)

Hurley Shoe, The. Hurley Shoe Co., Rockland, Mass. (M)

Huron. Endicott-Johnson Corp., Endicott, N. Y. (M)

Huron. The B. F. Goodrich Co., Akron, Ohio (M)

Huron. Hood Rubber Co., Watertown, Mass. (M)

Huskie. Goodwill Shoe Co., Holliston, Mass. (M)

Huskie. Vaughn Bros., Salem, Mass. (M)

Husky. Hood Rubber Co., Watertown, Mass. (M)

Hussco. Honesdale Union Stamp Shoe Co., Honesdale, Pa. (M)

H. W. Brand. H. Wilensky & Sons Co., Atlanta, Ga. (W)

Hykeshu. Hood Rubber Co., Watertown, Mass. (M)

Hypac. Hood Rubber Co., Watertown, Mass. (M)

Hyscore. Hood Rubber Co., Watertown, Mass. (M)

Hystep. Cambridge Rubber Co., Cambrdige, Mass. (M)

I

Iceland Brand. Manistee Shoe Mfg. Co., Manistee, Mich. (M)

Ideal. Brown Shoe Co., St. Louis, Mo. (M)

Ideal Baby Shoe (Picture of Baby in Shoes). Mrs. Day's Ideal Baby Shoe Co., Danvers, Mass. (M) See Advt. Page 87.

Ideal Beautiful Shoes. National Shoe Co., Savannah, Ga. (W)

Idle-Hour Companion. Durand Shoe Co., Richmond, Me. (M)

SAINT LOUIS TRADE MARKS AND BRANDS

Naturalizers
Fashioned on
Dr. Sawyer's
Famous Lasts

Stylish, arch fitting shoes, providing: *"A perfect shoe for every foot."*

BLUE RIBBON SHOEMAKERS, INC.
ST. LOUIS, MO.

BUSTER BROWN
TREAD STRAIGHT SHOES
for Boys — for Girls

Brownbilt
TREAD STRAIGHT SHOES
for Men — for Women

Manufactured and distributed exclusively by

Brown Shoe Company
Manufacturers — St. Louis

NONE SO GOOD AS
Robin Hood Shoes
CENTRAL SHOES

CENTRAL SHOE CO.
Manufacturers
ST. LOUIS MO.

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Idlewild. Hood Rubber Co., Watertown, Mass. (M)

Ike Walton. Hood Rubber Co., Watertown, Mass. (M)

Ike Walton. W. C. Russell Moccasin Co., Berlin, Wis. (M) See Advt. Page 109.

Illini. The Servus Rubber Co., Rock Island, Ill. (M)

I.M. I. Mathes & Sons Shoe Co., St. Louis, Mo. (W)

I. Miller Beautiful Shoes. I. Miller & Sons, Long Island City, N. Y. (M) See Advt. Page 115.

I. Miller Deluxe Shoes. I. Miller & Sons, Inc., Long Island City, N. Y. (M) See Advt. Page 115.

I. Miller Wingait Last. I. Miller & Sons, Inc., Long Island City, N. Y. (M) See Advt. Page 115.

Imperial. The United States Shoe Co., Cincinnati, Ohio. (M)

Imperial Quality. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Impression Shoe, The. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

In B Tweens. B. & P. Footwear Co., Inc., Oswego, N. Y. (M)

Independence. Endicott-Johnson Corp., Endicott, N. Y. (M)

Independent. Endicott-Johnson Corp., Endicott, N. Y. (M)

India. Hood Rubber Co., Watertown, Mass. (M)

Indiana. Mishawaka Rubber and Woolen Co., Mishawaka, Ind. (M)

Indian Boy Chief. Shaft Pierce Shoe Co., Faribault, Minn. (M)

Indian Chief. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Indian Girl. Bows Moccasin Shoe Co., Avon, Mass. (M)

Indian Tan. Buckingham & Hecht, San Francisco, Cal. (M)

Indian Trail Footwear. Footwear Shoe Shops, Inc., New York, N. Y. (R)

Indian Tread Heels. J. F. McElwain Co., Nashua, N. H. (M)

Infantry. Endicott-Johnson Corp., Endicott, N. Y. (M)

Ingenue. I. Miller & Sons, Inc., Long Island City, N. Y. (M)

In-Process. Charles A. Eaton Co., Brockton, Mass. (M)

Insolite Shoes. W. L. Delaney Co., Beverly, Mass. (M)

In Step With Fashion. W. H. Lampe Shoe Co., St. Louis, Mo. (M)

Instructor. Dunham Bros. Co., Brattleboro, Vt. (W)

Instructor. Frank M. Larrabee, Portland, Me. (W)

"In Style" Brand—Ladies Novelties. Chas. Longini & Sons, Cincinnati, Ohio. (W)

In-Style Welts and McKays. The Walker T. Dickerson Co., Columbus, Ohio. (M)

Insured Arch. C. S. Gibbon Co., Inc., Philadelphia, Pa. (M)

Insurgent. Endicott-Johnson Corp., Endicott, N. Y. (M)

Intercity. Morse & Rogers, New York City. (W)

In The Circle of Fashion. Novelty Shoe Co., Chicago, Ill. (W)

In Union There is Strength. Union Shoe Co., Inc., Brockton, Mass. (M)

Invader. Endicott-Johnson Corp., Endicott, N. Y. (M)

Invincible. Endicott-Johnson Corp., Endicott, N. Y. (M)

Iowa. Hood Rubber Co., Watertown, Mass. (M)

Iris. Selby Shoe Co., Portsmouth, Ohio. (M) See Advt. Page 107.

Ironclad. Gym Shoes. Brooks Shoe Mfg. Co., Philadelphia, Pa. (M)

Iron Clad. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Ironsides. Cambridge Rubber Co., Cambridge, Mass. (M)

Ironwood. Hood Rubber Co., Inc., Watertown, Mass. (M)

Iroquois. Endicott-Johnson Corp., Endicott, N. Y. (M)

Irrigating. The B. F. Goodrich Co., Akron, Ohio. (M)

Irrigation Boot. Hood Rubber Co., Inc., Watertown, Mass. (M)

Isabelle. Endicott-Johnson Corp., Endicott, N. Y. (M)

It. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Italian Super-Toe. Chicago Theatrical Shoe Co., Chicago, Ill.

Itannienic. Charles Meis Shoe Co., Cincinnati, Ohio.

I. X. L. Western Shoe Co., Toledo, Ohio. (W)

J

J.A. Julius Altschul & Son, Brooklyn, N. Y. (M)

Jack & Jill. Adams Bros., Pittsfield, N. H. (M)

Jacknife. Endicott-Johnson Corp., Endicott, N. Y. (M)

Jack O'Lantern. Curtis-Stephens-Embry Co., Inc., Reading, Pa. (M)

Jacqueline. Wohl Shoe Co., St. Louis, Mo. (W)

Jack Rabbit. The B. F. Goodrich Co., Akron, Ohio. (M)

Jackson. Jackson Shoe Mfg. Corp., New York City. (M)

Jack Sharp. McElroy-Sloan Shoe Co., Western Department Craddock-Terry Co., St. Louis, Mo. (M)

Jaffa Joy Footwear. The Jaffa Co., Los Angeles, Cal. (W)

J. & K. Shoe, The. Julian & Kokege Co., Cincinnati, Ohio. (M)

J. & M. Shoe, The. Johnston & Murphy, Newark, N. J. (M)

Jane Brown. Nath'l Fisher & Co., New York City. (W)

Jane Lou. A. W. Tedcastle Co., Boston, Mass. (W)

Jane Monroe Arch Support Shoe. Harper & Kirschten Shoe Co., Chicago, Ill. (W)

Janitor. Goodwill Shoe Co., Holliston, Mass. (M)

Janice. The Miller Rubber Co., Akron, Ohio. (M)

Jap. Hood Rubber Co., Watertown, Mass. (M)

Jaunty Jane. Nath'l Fisher & Co., New York City. (W)

Javee. Phillips-Baker Rubber Co., Providence, R. I. (M)

Jax. Phillips-Baker Rubber Co., Providence, R. I. (M)

Jeddo. The B. F. Goodrich Co., Akron, Ohio. (M)

J. Cramer. John Cramer & Son, Inc., Brooklyn, N. Y. (M)

Jefferson, The. The Jeff Newbury Co., Huntington, W. Va. (W)

Jeffersonian. Geo. D. Witt Shoe Co., Southern Dept. Craddock-Terry Co., Lynchburg, Va. (M)

Jennie Lind, Arch Shoes. Novelty Shoe Co., Chicago, Ill. (W)

Jennie Walker. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Jetty, The. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

Jewel. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Jico. Jefferson Import Co., Inc., New York City. (M)

Jiffy Boot. Menzies Shoe Co., St. Louis, Mo. (M)

Jiggers. Endicott-Johnson Corp., Endicott, N. Y. (M)

"Jim Clark" Brand (Men's). Chas. Longini & Sons, Cincinnati, Ohio. (W)

Jim Clark (Men's). H. Brandt & Sons, Chicago, Ill. (W)

Jim Dandy. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

Jim Nastick Shoe for Active Men. Joseph F. Corcoran Shoe Co., Brockton, Mass. (M)

Jingo. Nath'l Fisher & Co., New York City. (W)

Jo Bo Shoes (So Very Smart). Barnes Shoe Co., Centralia, Ill. (M)

Jodhski. The Abbott Co., Yarmouth, Me. (M)

Johansen's Ultra Arch. Johansen Bros. Shoe Co., St. Louis, Mo. (M)

Johansen Unitized Process. Johansen Bros. Shoe Co., St. Louis, Mo. (M)

John Adams Easy Slippers. Harper & Kirschten Shoe Co., Chicago, Ill. (W)

John Bright. L. Q. White Shoe Co., Bridgewater, Mass.

John C. Roberts. Friedman Shelby Branch International Shoe Co., St. Louis, Mo. (M)

John Foster. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

Johnnie Walker. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Johnnie Walker. Modern Shoe Co., St. Louis, Mo. (M)

Johnny Rhines. Paul J. Richard, Inc., Farmington, Mo. (M)

Johnny Walker Health Shoe. Freeman Shoe Mfg. Co., Beloit, Wis. (M)

Johnson Arch. Endicott-Johnson Corp., Endicott, N. Y. (M)

Johnston & Murphy Shoe, The. Johnston & Murphy, Newark, N. J. (M)

John Ward. Melville Shoe Corp., New York City. (R)

"John Ward"—Canadian. Melville Shoe Corp., New York City. (R)

John Ward Medallion—Canadian. Melville Shoe Corp., New York City. (R)

John Ward Men's Shoes. Melville Shoe Corp., New York City. (R)

"John Ward Men's Shoes"—Canadian. Melville Shoe Corp., New York City. (R)

John Ward—Store Front. Melville Shoe Corp., New York City. (R)

John Ward Tricombo. Melville Shoe Corp., New York City. (R)

Joliroge. Hood Rubber Co., Watertown, Mass. (M)

Jo Mo Mi Co. Johnstown Mocha-Mills Co., Inc., Johnstown, N. Y. (W)

Joseph Corcoran Shoe, The. Joseph F. Corcoran Shoe Co., Brockton, Mass. (M)

Joy Line. The Pilot Shoe Co., Baltimore, Md. (W)

Joy Steps. H. Malkin's Sons, New York City. (W)

J.P.D. Sportsman. The Jos. P. Dunn Shoe & Leather Co., Denver, Colo. (W)

J.P.S. John Pilling Shoe Co., Lowell, Mass. (M)

Jual. Julius Altschul & Son, Brooklyn, N. Y. (M)

Jumping Jack. C. Gotzian & Co., St. Paul, Minn. (M)

Junior Air-o-pedic. Curtis-Stephens-Embry Co., Reading, Pa. (M)

Junior Army. Endicott-Johnson Corp., Endicott, N. Y. (M)

Junior Chums. Wiswell-Everston Shoe Mfg. Co., Cedar Grove, Wis. (M)

Jr. Coeds. Helmholz Shoe Mfg. Co., Cudahy, Wis. (M)

Junior Deb. R. H. Macy & Co., Inc., New York, N. Y. (R)

Junior Gripper. Ground Gripper Shoe Co., Inc., Boston, Mass. (M)

Junior League. Betty Shoe Co., Inc., Brooklyn, N. Y. (M)

Junior League Shoe. Meyer Bros. Shoe Co., Inc., Brooklyn, N. Y. (M)

Junior Mechanic. Endicott-Johnson Corp., Endicott, N. Y. (M)

Junior Play Shoe. John Pilling Shoe Co., Lowell, Mass. (M)

Juckids. Acme Shoe Mfg. Co., Clarksville, Tenn. (M)

Justice. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Justin's. H. J. Justin & Sons, Inc., Fort Worth, Tex. (M)

Just Like Dads. Belleville Shoe Mfg. Co., Belleville, Ill. (M)

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Just My Style. J. W. Carter Co., Nashville, Tenn. (M)

Just Wright Shoe, The. E. T. Wright & Co., Inc., Rockland, Mass. (M)

Juvenile. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

Juevenile. Lane Bros. Co., Boston, Mass. (W)

J. W. Carter Arch-grip Shoes. J. W. Carter Co., Nashville, Tenn. (M)

J. W. Carter's Correct Comfort Shoe.. J. W. Carter Co., Nashville, Tenn. (M)

J. W. Carter Guaranteed Shoes. J. W. Carter Co., Nashville, Tenn. (M)

J. W. Carter Kangaroo Shoes. J. W. Carter Co., Nashville, Tenn. (M)

K

K. A. Co. Knights Allen Co., Inc., Haverhill, Mass. (M)

Kalb's Klassy Kicks for Kiddies. Kalb Shoe Mfg. Co., Inc., Rochester, N. Y. (M)

Kaliko Kat. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Kali-Sten-Iks. Gilbert Shoe Co., Thiensville, Wis. (M)

Kalo. Mishawaka Rubber and Woolen Co., Mishawaka, Ind. (M)

Kamp Tramp. Adams Bros., Pittsfield, N. H. (M)

Kampus Kicks. The L. D. Stickles Shoe Co., Red Wing, Minn. (M)

Kanawha. Hood Rubber Co., Watertown, Mass. (M)

Kander Shoe, The. F. S. Kander Shoe Co., Brooklyn, N. Y.

Kara. Hood Rubber Co., Watertown, Mass. (M)

Kattle Jack. Hood Rubber Co., Watertown, Mass. (M)

Kattle King. Hood Rubber Co., Watertown, Mass. (M)

Keds. United States Rubber Co., New York City. (M)

Keds Canvas Rubber Soled Footwear. United States Rubber Co., New York City. (M)

Keehn Quality Shoes. Keehn Bros., Chicago, Ill. (W)

Keen Kick. C. W. Marks Shoe Co., Chicago, Ill. (W)

Keen Tred. Western Shoe Co., Toledo, Ohio. (W)

Keen Treds. Virginia Shoe Co., Inc., Fredericksburg, Va. (M)

Keig's Napa Shoes—Western Quality. Keig Shoe Co., Napa, Cal. (M)

Keig Shoe, The. Keig Shoe Co., Inc., Napa, Cal. (M)

Kendal. Cambridge Rubber Co., Cambridge, Mass. (M)

Kennebec Walk Easy Shoe, The. Crossett Shoe Co., Boston, Mass. (M)

Kent Shoe, The. M. A. Packard Co., Brockton, Mass. (M)

Kentucky. Hood Rubber Co., Watertown, Mass. (M)

Kenwood. A. G. Spalding & Bros., Brooklyn, N. Y. (M)

Kesco. The Hepner Scott Shoe Co., Orwigsburg, Pa. (M)

Kesmocs. Lucien Kesney, New York City. (M)

Kewpie Twins. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

Keystone. Keystone Shoe Mfg. Co., Kutztown, Pa. (M)

Keystone Flexible Arch. Smaltz Goodwin Co., Philadelphia, Pa. (M)

Keystone Steel Arch. Smaltz Goodwin Co., Philadelphia, Pa. (M)

K-Flex. Kaufman Department Stores, Inc., Pittsburgh, Pa. (R)

Kick A Poo Moccasin. F. A. Parker Co., Marblehead, Mass. (M)

Kick-Me-Hard. Mountcastle Hill Co., Inc., Knoxville, Tenn. (W)

Kickoff. Hood Rubber Co., Watertown, Mass. (M)

Kick-Proof. S. J. Brouwer Shoe Co., Milwaukee, Wis. (R)

Kid Boots. The Muskin Shoe Co., Baltimore, Md. (M)

Kiddiemox. Berkshire Footwear Corp., Hollis-Mass. (M)

Kiddies Kicks. C. W. Marks Shoe Co., Chicago, Ill. (W)

Kiddies Pride. H. E. Ackerman, Boston, Mass. (W)

Kiddiewelts. Berkshire Footwear Corp., Holliston, Mass. (M)

Kiddy-Arch. F. A. Kuhnert Shoe Corp., Rochester, N. Y. (M)

Kiddy-Car. Kiddy Shoe Service, Inc., Ephrata, Pa. (W)

Kiddy—Service Shoes. Kiddy Shoe Service, Inc., Ephrata, Pa. (W)

Kiddy-Service Welts. Kiddy Shoe Service, Inc., Lititz, Pa. (W)

Kiddy Steps. Morris Shoe Co., New York City. (W)

Kid-e-proof. Hagerstown Shoe & Legging Co., Inc., Hagerstown, Md. (M)

Kidette. Hood Rubber Co., Watertown, Mass. (M)

Kid Flex. Chesapeake Shoe Mfg. Co., Baltimore, Md. (M)

Kidi-King. Lancaster Shoe Co., Elizabethtown, Pa. (M)

Kinder-Garten Shoes. Fargo-Hallowell Shoe Co., Chicago, Ill. (M)

Kike Rike Ki K.S. Barton Shoe Co., Inc., Worcester, Mass. (M)

King Arthur. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

King Comfort. Powell & Campbell, New York City. (W)

King Flex. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

King Cole. Nath'l. Fisher & Co., New York City. (W)

Kingfisher. The B. F. Goodrich Co., Akron, Ohio. (M)

King of the Oil Field. Buckley Shoe Co., Inc., Houston, Tex. (M)

King Quality. M. N. Arnold Shoe Co., N. Abington, Mass. (M)

King's Cadet Shoe. King Bros. Shoe Co., Inc., Bristol, Tenn. (W)

SAINT LOUIS TRADE MARKS AND BRANDS

MOULTON-BARTLEY LITTLEWAYS

Smart Shoes for Young Women to retail at $5 and $6

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THE T-S SHOE

IN-STOCK

NOVELTY FOOTWEAR FOR WOMEN

Currently popular styles in stock at all times to retail from $3.00 to $6.00.

TOBER-SAIFER SHOE CO.
ST. LOUIS MO.

MEN'S
AAA to G
5 to 14

WOMEN'S
AAAA to EEE
2 to 11

$5 & $6

GOODYEAR WELT
VITALITY Health Shoe

BOYS'
A to E
1 to 6

$4 & $5

CHILDREN'S
full size runs from babies up to growing girls.

$2.25 to $4.00

VITALITY SHOE COMPANY
Branch of International Shoe Co.—St. Louis, Mo.

SIZES 4 TO 15

HU-MAN-IC
HEAD-STRAIGHT ARCH

WIDTHS AAA TO EEEE

MEN'S SHOES

To Retail at $5 and $6

UNITED SHOE MANUFACTURING CO.
ST. LOUIS, MO.

DIRECTORY of TRADE NAMES and BRANDS of SHOES

King's Signal Scout Shoe. King Bros. Shoe Co., Inc., Bristol, Tenn. (W)

King's Steadfast Shoe. King Bros. Shoe Co., Inc., Bristol, Tenn. (W)

Kingston. Western Shoe Co., Toledo, Ohio. (W)

Kinloch. Hood Rubber Co., Watertown, Mass. (M)

Kinney's Arch Corrector. Goodyear Shoe Co., Carlisle, Pa. (M)

Kinney's Arch Re-Nu. Goodyear Shoe Co., Carlisle, Pa. (M)

Kinney's Modish Stout. Goodyear Shoe Co., Carlisle, Pa. (M)

Kinney Shoes. G. R. Kinney Co., New York City. (M)

Kippy Klogs for Kids. C. B. Slater Co., South Braintree, Mass. (M)

Kit Carson. Endicott Johnson Corp., Endicott, N. Y. (M)

Kix Hand Sewed Moccasins. Smith Crawford Shoe Co., Hudson, Mass. (M)

K & K Brands. Kambach & Kettman, Inc., Davenport, Iowa. (W)

Klassy Kicks for Kiddies. A. Gralnick Shoe Co., St. Louis, Mo. (W)

Klay Kort. Hood Rubber Co., Watertown, Mass. (M)

Kleenaneet Baby Shoe Co. Kleenaneet Baby Shoe Co., New York City. (W)

Kleenaneet Slipper Co. Kleenaneet Baby Shoe Co., New York City. (W)

Klever Kids. Goldie Shoe Co., Inc., Los Angeles, Cal. (W)

Kli Mac. McGrath Shoe Co., Inc., New York City. (W)

Kling Arch. F. M. Hoyt Shoe Co., Manchester, N. H. (M) See Advt. Page 87.

Klings. Cambridge Rubber Co., Cambridge, Mass. (M)

Klondike (Boys Shoes). H. D. Raff Co., Chicago, Ill. (W)

Knickerbocker. Ground Gripper Shoe Co., Inc., Boston, Mass. (M)

Knifmoc. Smith & Herrick Co., Albany, N. Y. (W)

Knight Slippers. Knight Slipper Mfg. Corp., Brooklyn, N. Y. (M)

Knock-A-Bout. Endicott Johnson Corp., Endicott, N. Y. (M)

Knocker. Dunham Bros. Co., Brattleboro, Vt. (W)

Knockout. Cambridge Rubber Co., Cambridge, Mass. (M)

Knockout (Boys). C. W. Marks Shoe. Co., Chicago, Ill. (W)

K. O. Phillips-Baker Rubber Co., Providence, R. I. (M)

Ko-ed Kicks. A. S. Kreider Shoe Co., Annville, Pa.

Kollege Kicks. The Walker T. Dickinson Co., Columbus, Ohio. (M) See Advt. Page 83.

Kollege Styles. J. K. Orr Shoe Co., Atlanta, Ga. (M)

Komfort Kid Shoes. Eady Shoe Mfg. Co., Otsego, Mich. (M)

Komo. Mishawaka Rubber and Woolen Co., Mishawaka, Ind. (M)

Konda. The B. F. Goodrich Co., Akron, Ohio. (M)

Kongo. The B. F. Goodrich Co., Akron, Ohio. (M)

Kooler Komfort. Endicott Johnson Corp., Endicott, N. Y. (M)

Koolkick. The Excelsior Shoe Co., Portsmouth, Ohio. (M)

Ko-Rec-Toe. The L. D. Stickles Shoe Co., Red Wing, Minn. (M)

Kord-U-Roy. Hood Rubber Co., Watertown, Mass. (M)

Kore-X-Arch. Melanson Shoe Co., Lynn, Mass.

Korker. Hood Rubber Co., Watertown, Mass. (M)

Korn Killer. Chas. M. Kaplan, Philadelphia, Pa. (R)

Korrect-Made. The Big "K" Shoe Co., Cincinnati, Ohio. (M)

Korrect Shape, The Burt & Packard. Field & Flint Co., Brockton, Mass. (M)

Kozy Kicks. Greenfield's Dept. Store, Portland, Ore. (R)

Kotton King. Levy Shoe Co., Montgomery, Ala. (W)

Kozy's. Kozy Komfort Shoe Mfg. Co., Milwaukee, Wis. (M)

Kozy-Komforts, Slippers of Merit. Kozy Komfort Shoe Mfg. Co., Milwaukee, Wis. (M)

Kozy Komforts. A Slipper Style for Every Demand. Kozy Komfort Shoe Mfg. Co., Milwaukee, Wis. (M)

Kozy-Moc's. Kozy Komfort Shoe Mfg. Co., Milwaukee, Wis. (M)

Kramp-Not. H. Weiss & Co., Cleveland, Ohio. (W)

Kreep-a-wa. The Blum Shoe Mfg. Co., Dansville, N. Y. (M)

Kreider's Knickers. A. S. Kreider Shoe Co., Annville, Pa. (M)

Kreider Shoe, The. A. S. Kreider Shoe Co., Annville, Pa. (M)

Kreider's. A. S. Kreider Shoe Co., Annville, Pa. (M)

Kreider's Polly Anna. A. S. Kreider Shoe Co., Annville, Pa. (M)

Kreider's Sons Quality. The W. L. Kreider Sons Mfg. Co., Inc., Palmyra, Pa. (M)

Kris-Kros. Cambridge Rubber Co., Cambridge, Mass. (M)

Kriss Kross. Phillips-Baker Rubber Co., Providence, R. I. (M)

Kromoid Double Wear. The A. & H. Mfg. Co., Delaware, Ohio. (M)

Krueger & Hoeck. Krueger & Hoeck, Chicago, Ill.

Kuhnarch. F. A. Kuhnert Shoe Corp., Rochester, N. Y. (M)

Kullen Logger. M. O. Kullen Shoe Factory, Centralia, Wash. (M)

Kumfort Arch. Emerson Shoe Co., Rockland, Mass. (M)

Kumfort Arch Shoe. Emerson Shoe Co., Gardiner, Maine. (M) See Advt. Page 83.

Kumfort and Kwality Line. The Big "K" Shoe Co., Cincinnati, Ohio. (M)

Kush-In-Eze. Vaughan-Towle Co., Lynn, Mass. (M)

Kushion E Z Shoe. Nath'l. Fisher & Co., New York City. (W)

Kushin-Fut Felt Slippers. H. Jacob & Sons, Inc., Brooklyn, N. Y. (M)

Kwality and Kumfort Line. The Big "K" Shoe Co., Cincinnati, Ohio. (M)

K. W. R. Nature Footwear Corp., Brewer, Me. (M)

L

L. & A. Shoe, The. Lape & Adler Co., Columbus, Ohio. (M)

L. & B. Shoe. Leonard & Barrows, Inc., Middleboro, Mass. (M)

Lace Ace. The Servus Rubber Co., Rock Island, Ill. (M)

Laceit. The B. F. Goodrich Co., Akron, Ohio. (M)

La Crosse. Fern & Poor Co., Inc., Newburyport, Mass. (M)

La Crosse Brand. La Crosse Rubber Mills Co., La Crosse, Wis. (M)

Ladd & Lassie. Geo. D. Witt Shoe Co., Southern Dept., Craddock Terry Co., Lynchburg, Va. (M)

Lady Bertha Arch Support. Margolin Shoe Co., Chicago, Ill. (M)

Lady Beautiful. Carl Spector Co., Boston, Mass. (W)

Lady Endicott. Endicott Johnson Corp., Endicott, N. Y. (M)

Lady Esther. H. Brandt & Sons, Chicago, Ill. (W)

"Ladyfair" Slippers. The Big "K" Shoe Co., Cincinnati, Ohio. (M)

Lady Grace. Sherwood Shoe Co., Rochester, N. Y. (M)

Lady Jefferson. McElroy Sloan Shoe Co., Western Dept., Craddock Terry Co., St. Louis, Mo. (M)

Lady Louis. Central Shoe Co., St. Louis, Mo. (M)

Lady Luck. Powell & Campbell, New York City. (W)

Lady Mary. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Lady Parkar. Morse & Rogers, New York Branch, International Shoe Co., Inc., New York City. (W)

Lady Penn. Brooks Shoe Mfg. Co., Philadelphia, Pa. (M)

Ladyshu. Hood Rubber Co., Watertown, Mass. (M)

La Fayette. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Laird. A. G. Spalding & Bros., New York City. (M)

Laird-Schober & Co. (Figure of Unicorn holding a shoe). Laird-Schober & Co., Philadelphia, Pa. (M)

Lakeshore. Hood Rubber Co., Watertown, Mass. (M)

Lakeside. Hood Rubber Co., Watertown, Mass. (M)

Lakewood. Hood Rubber Co., Watertown, Mass. (M)

Lakewood. Morse & Rogers, New York City. (W)

Lakomo. Hood Rubber Co., Watertown, Mass. (M)

La Mi Co Sandals. The Lawson, Miller Co., Ypsilanti, Mich. (M)

La Mode. Cambridge Rubber Co., Cambridge, Mass. (M)

Land-O-Lakes. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Landslide. Endicott Johnson Corp., Endicott, N. Y. (M)

Land Slide. Levy Shoe Co., Montgomery, Ala. (W)

La Newport. Lane Bros. Co., Boston, Mass. (W)

Lapland. The B. F. Goodrich Co., Akron, Ohio. (M)

La Salle. Chicago Footwear Co., Chicago, Ill. (W)

Lastic. Hood Rubber Co., Watertown, Mass. (M)

Lastwell Shoe for Men. A. Sandler, Boston, Mass. (W)

Latex. Cambridge Rubber Co., Cambridge, Mass. (M)

Lattemann Shoe, The. J. J. Lattemann Shoe Mfg. Co., Inc., Brooklyn, N. Y. (M)

Laudora. Dunham Bros. Co., Brattleboro, Vt. (W)

Lavalle Incorp. Custom Maker. Lavalle, Inc., New York, N. Y. (M)

Lax & Abowitz. Lax & Abowitz, Inc., New York City. (M)

Leader. Friedman Shelby Branch, International Shoe Co., St. Louis, Mo. (M)

Leader. Goodwill Shoe Co., Holliston, Mass. (M)

Leader. The Miller Rubber Co., Akron, Ohio. (M)

Leading Lady. Washington Shoe Mfg. Co., Seattle, Wash. (W)

Leather Craft. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Leatherine. Cambridge Rubber Co., Cambridge, Mass. (M)

Lectro. Hood Rubber Co., Watertown, Mass. (M)

Leds. Hutchinson-Winch, Boston Branch, International Shoe Co., Boston, Mass. (W)

Legion Shoe, The. The Excelsior Shoe Co., Portsmouth, Ohio. (M)

Lehigh. The B. F. Goodrich Co., Akron, Ohio. (M)

Leisure. Hood Rubber Co., Watertown, Mass. (M)

Lena Tena Babe Shoes For Infants. Montgomery Shoe Company of America, Inc., Milwaukee, Wis. (W)

Lenox. Hood Rubber Co., Watertown, Mass. (M)

Lester. Cambridge Rubber Co., Cambridge, Mass. (M)

Le Toquet. Hood Rubber Co., Watertown, Mass. (M)

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Level Best. Levy Shoe Co., Montgomery, Ala. (W)

Leverenz Shoe, The. Leverenz Shoe Co., Sheboygan, Wis. (M)

Lewis Shoe, The. Crossett Shoe Co., Boston, Mass. (M)

Lexington. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Leyte. Hood Rubber Co., Watertown, Mass. (M)

Liberation. Brockton Shoe Mfg. Co., Inc., Holbrook, Mass. (M)

Liberty-Arch. Geo. D. Witt Shoe Co., Lynchburg, Va. (M)

Liberty Shoe. Ferndale Shoe Co., Ferndale, Pa. (M)

Liberty (Shoes Above All). Zion's Co-operative Mercantile Institute, Salt Lake City, Utah. (W)

Lido. Hood Rubber Co., Watertown, Mass. (M)

Lido. Walther Loewendahl Shoe Co., Inc., New York, N. Y.

Life Line. McElroy-Sloan Shoe Co., Western Dept., Craddock-Terry Co., St. Louis, Mo. (M)

Light-Flex Shoes. C. F. Bows Shoe Co., Brockton, Mass. (M)

Light On Your Feet. The Julian & Kokenge Co., Cincinnati, Ohio. (M)

Light-Tread. Buckingham & Hecht, San Francisco, Cal. (M)

Lincoln. Goodyear Rubber Co., Middletown, Conn. (M)

Lincolnshire. August C. Weaver, New York, N. Y.

Lin-Sure. Lind Shoe & Slipper Co., Worcester, Mass. (M)

Lion Brand. Craddock-Terry Co., Lynchburg, Va. (M)

Lion Brand. Harsh & Chapline Shoe Co., Milwaukee, Wis. (M)

Lion Brand. Universal Shoe Mfg. Co., Milwaukee, Wis. (M)

Lite Foot. Endicott-Johnson Corp., Endicott, N. Y. (M)

Lite Four. Converse Rubber Shoe Co., Malden, Mass. (M)

Litemode. Smith & Herrick Co., Albany, N. Y. (W)

Litentuf. The B. F. Goodrich Co., Akron, Ohio. (M)

Litepak. The B. F. Goodrich Co., Akron, Ohio. (M)

Lite-Tex. Cambridge Rubber Co., Cambridge, Mass. (M)

Litex. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Little Bo Peep. Morse & Rogers, New York, N. Y. (W)

Little Boy. Endicott-Johnson Corp., Endicott, N. Y. (M)

Little Boy Blue. Brown Shoe Co., St. Louis, Mo. (M)

Little Chief. C. A. Stanton's Sons, Madison, Ind. (W)

Little Citizen. National Shoe Co., Savannah, Ga. (W)

Little Colonel. Craddock-Terry Co., Lynchburg, Va. (M)

Little Comrade Shoes for Children. Brandau Shoe Co., Detroit, Mich. (W)

Little Daisy. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Little Dorothy. Dorothy Dodd Shoe Co., Jamaica Plain, Boston. (M)

Little Falls. Little Falls Felt Shoe Co., Little Falls, N. Y. (M)

Litte Gripper, The. Ground Gripper Shoe Co., Inc., Boston, Mass. (M)

Little Hiker. Endicott-Johnson Corp., Endicott, N. Y. (M)

Little Indian. Cushman Co., Chicago, Ill. (W)

Little Jack Horner. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

Little Lindy. Lane Bros. Co., Boston, Mass. (W)

Little Monarch. Monarch Shoe Co., Chicago, Ill. (M)

Little Pals. Glaser Shoe Co., San Francisco, Cal. (W)

Little Pirate. Gotham Shoe Mfg. Co., Binghamton, N. Y. (M)

Little Queen. Thos. G. Plant Corp., Boston, Mass. (M)

Little Queen. Frank M. Larrabee, Portland, Me. (W)

Little Ripper. Baker-Stewart-Jenkins Shoe Co., Ltd., Georgetown, Mass. (M)

Little Roamer. Perkins-Smith Shoe Corp., Rochester, N. Y. (M)

Little Run-A-Round Shoes. Morris Shoe Co., New York City. (W)

Little Sergeant. Curtis-Stephens-Embry Co., Reading, Pa. (M)

Little Shavers. McGrath Shoe Co., Inc., New York City. (W)

Little Soldier. Wolfe Shoe Mfg. Co., Allentown, Pa. (M)

Little Student. Lane Bros. Co., Boston, Mass. (W)

Little Tads. Smith & Herrick Co., Albany, N. Y. (W)

Little Tretco. Tretco Shoe Mfg. Co., Baltimore, Md. (M)

Little Witch. Vaughn Bros., Salem, Mass. (M)

Little Youngster. H. Weiss & Co., Cleveland, Ohio. (W)

Live Wire. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Loboy. Hood Rubber Co., Watertown, Mass. (M)

Locked Arch. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Lock Lap Seam. G. H. Bass & Co., Wilton, Me. (M)

Locomotive. The B. F. Goodrich Co., Akron, Ohio. (M)

Locust Post. Mountcastle-Hill Co., Inc., Knoxville, Tenn. (W)

Log Cabin. Marathon Shoe Co., Wausau, Wis. (M)

Logger. Hood Rubber Co., Watertown, Mass. (M)

Lograler. The B. F. Goodrich Co., Akron, Ohio. (M)

Lolly Pop. Endicott-Johnson Corp., Endicott, N. Y. (M)

Lomden's. Harry Sir & Son, Inc., New York, N. Y.

Long Beach. The Miller Rubber Co., Akron, Ohio. (M)

Longhorn. H. J. Justin & Sons, Inc., Fort Worth, Texas. (M)

Long Horn. Levy Shoe Co., Montgomery, Ala. (W)

Longini Shoes. Chas. Longini & Sons, Cincinnati, Ohio. (W)

Long Life. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Long Life Easy Walking Shoe. Crossett Shoe Co., Boston, Mass. (M)

Long Service. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Long Shore. Goodyear Rubber Co., Middletown, Conn. (M)

Long Trail. C. A. Stanton's Sons, Madison, Ind. (W)

Long Walk. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Longwear. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Longwear Warm Lined. Durand Shoe Co., Richmond, Me. (M)

Long Wear Shoes. Craddock-Terry Co., Lynchburg, Va. (M)

Longwood. Hood Rubber Co., Watertown, Mass. (M)

Longworth. Dunham Bros. Co., Brattleboro, Vt. (W)

Lo-N-Hi. The B. F. Goodrich Co., Akron, Ohio. (M)

SAINT LOUIS TRADE MARKS AND BRANDS

"STAR BRAND SHOES ARE BETTER"

ROBERTS, JOHNSON & RAND
Branch of International Shoe Co.

ST. LOUIS, MO.

The Symbol of Style and Quality

Styled by Rysonéle

RICE-O'NEILL SHOE COMPANY
Manufacturers
St. Louis, Missouri

Peters Diamond Brand Shoes

Always on a Solid Leather Basis

Quality Knows No Substitute

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BRANCH OF
International Shoe Co.

ST. LOUIS

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Look Well, Fit Well, Wear Well. The W. L. Kreider's Sons Mfg. Co., Inc., Palmyra, Pa. (M)

Lopac. The B. F. Goodrich Co., Akron, Ohio. (M)

Lopac. Hood Rubber Co., Watertown, Mass. (M)

Lorain. The B. F. Goodrich Co., Akron, Ohio. (M)

Lo Slide. Firestone Footwear Co., Boston, Mass. (M)

Lotta Ease, The Invigorating Shoe. Johnson, Stephens & Shinkle Shoe Co., St. Louis, Mo. (M)

Louise. Cambridge Rubber Co., Cambridge, Mass. (M)

Lovamp. Cambridge Rubber Co., Cambridge, Mass. (M)

Lo-Vamp. Hood Rubber Co., Watertown, Mass. (M)

Lovell's Natural Shape Shoe. Lovell's Shoe Factory, Inc., Lynn, Mass. (M)

Lovell Shoe, The. Lovell's Shoe Factory, Inc., Lynn, Mass. (M)

Lovell Shoes (for men). Lovell Shoe Co., Waterbury, Conn. (W)

Loyal. Endicott-Johnson Corp., Endicott, N. Y. (M)

Lucerne. Hood Rubber Co., Inc., Watertown, Mass. (M)

Lucky Boy (Boys). C. W. Marks Shoe Co., Chicago, Ill. (W)

Lucky Foot. Ramsey's, Inc., New York City. (M)

Lucky Girl. Carl Spector Co., Boston, Mass. (W)

Lucky Shoes. Rebot Shoe Mfg. Co., Marlboro, Mass. (M)

Lucky Strike. Levy Shoe Co., Montgomery, Ala. (W)

Lullaby. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Lumbard Shoe, The. H. G. Lumbard Shoe Co., Auburn, Me. (M) See Advt. Page 89.

Lustig's Co Ed Footwear. Lustig's, Youngstown, Ohio.

Luxor. Cambridge Rubber Co., Cambridge, Mass. (M)

Lo Zipper. The B. F. Goodrich Co., Akron, Ohio. (M)

L. S. & D. in design. Leonard, Shaw & Dean, Inc., Middleboro, Mass. (M)

Lumbershu. Hood Rubber Co., Watertown, Mass. (M)

Lura. Mishawaka Rubber and Woolen Co., Mishawaka, Ind. (M)

Luxor Sandal. Servus Rubber Co., Rock Island, Ill. (M)

Luxury. Western Shoe Co., Toledo, Ohio. (W)

Luzon. Hood Rubber Co., Watertown, Mass. (M)

Lycoming. United States Rubber Co., New York City. (M)

Lynnette—Beautiful Shoes for Women. Gregory & Read Co., Lynn, Mass.

Lyter-Wate. Carlisle Shoe Co., Carlisle, Pa. (M)

M

Made In Beloit. Freeman Shoe Mfg. Co. Beloit, Wis. (M)

Made Rite. Endicott Johnson Corp., Endicott, N. Y. (M)

Maderite Shoe, The (Men's). C. W. Marks Shoe Co., Chicago, Ill. (W)

Made Solid. Wrensch & Herrman Shoe Co., Milwaukee, Wis. (M)

Magic Carpet. Footwear Fashions. Milius Shoe Co., St. Louis, Mo. (M)

Maid-Rite Slippers. Maid Rite Corp., Brooklyn, N. Y. (M)

Maidwell. O'Donnell Shoe Corp., St. Paul, Minn. (M)

Mail Bag. J. P. Smith Shoe Co., Chicago, Ill. (M)

Mail Carrier. Endicott Johnson Corp., Endicott, N. Y. (M)

Mailshu. Hood Rubber Co., Watertown, Mass. (M)

Maine Line, The. Wood & Smith, Inc., Auburn, Me. (M)

Main Spring Arch. Geo. E. Keith Co., Brockton, Mass. (M)

Main Street. Endicott Johnson Corp., Endicott, N. Y. (M)

Majestic Arch. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

Major. Converse Rubber Shoe Co., Malden, Mass. (M)

Malta. Hood Rubber Co., Watertown, Mass. (M)

Mammoth Cave. Jno. J. Schulten & Co., Louisville, Ky. (W)

Manhattan. Cambridge Rubber Co., Cambridge, Mass. (M)

Manhattan. H. Wilensky & Sons Co., Atlanta, Ga. (W)

Manila. Hood Rubber Co., Watertown, Mass. (M)

Manistee. C. G. Fleckenstein Co., Muskegon, Mich.

Mannett. Hood Rubber Co., Watertown, Mass. (M)

Mannish Shoes for Young Gentlemen. Lancaster Shoe Co., Elizabeth, Pa. (M)

Mansion. Brown Shoe Co., St. Louis, Mo. (M)

Man to Man. J. W. Carter Co., Nashville, Tenn. (M)

Marathon. Marathon Shoe Co., Wausau, Wis. (M)

Marching. Endicott Johnson Corp., Endicott, N. Y. (M)

Marching Shu. Endicott Johnson Corp., Endicott, N. Y. (M)

Marco. Marco Shoe Co., Inc., Baltimore, Md. (W)

Margolin. Margolin Shoe Co., Chicago, Ill. (M)

Marian. The B. F. Goodrich Co., Akron, Ohio. (M)

Marylin. Russeks Fifth Avenue, Inc., New York, N. Y. (R)

Marilyn Footwear. Samuels Shoe Co., St. Louis, Mo. (M)

Marion. Hood Rubber Co., Watertown, Mass. (M)

Marion Shoe, The. Marion Shoe Co., Marion, Ind. (M)

Marks & Stix Shoe, The. Marks & Stix Shoe Co., Cincinnati, Ohio. (W)

Marksman. Cambridge Rubber Co., Cambridge, Mass. (M)

Mark Twain. Morse & Rogers, New York Branch, International Shoe Co., New York City. (W)

Mark Twain Special. Morse & Rogers, New York City. (W)

Marlen. W. T. Grant Co., Lynn, Mass. (R)

Marquette. Melze Alderton Shoe Co., Saginaw, Mich. (W)

Marquise. The Miller Rubber Co., Akron, Ohio. (M)

Marshalaise. Marshall, Meadows & Stewart, Inc., Auburn, N. Y. (M)

Marshall. Chicago Footwear Co., Chicago, Ill. (W)

Martha Washington. Chapline-Mayer Shoe Co., Milwaukee, Wis. (M)

Martin Larson "Sta-Right." Martin Larson & Son, Chicago, Ill.

Marvel Arch. O'Donnell Shoe Co., St. Paul, Minn. (M)

Mar-Ve-Lus. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Marya. Hutchinson-Winch, Boston Branch, International Shoe Co., Boston, Mass. (W)

Mary Adams Air Cushion Heel Arch Support Shoes. Harper & Kirschten Shoe Co., Chicago, Ill. (W)

Mary Adams Arch Strength Health Shoes. Harper & Kirschten Shoe Co., Chicago, Ill. (W)

Mary Adams Shoe, The. Harper & Kirschten Shoe Co., Chicago, Ill. (W)

Mary Adams Comfort Shoes. Harper & Kirschten Shoe Co., Chicago, Ill. (W)

Mary Adams Hi-Archa. Harper & Kirschten Shoe Co., Chicago, Ill. (W)

Mary Foote. Brown Shoe Co., St. Louis, Mo. (M)

Maryland. Friedman Shelby Branch International Shoe Co., St. Louis, Mo. (M)

Maryland Maid. Hagerstown Shoe & Legging Co., Hagerstown, Md. (M)

Mary-Lee Arch Shoe. Central Shoe Co., St. Louis, Mo. (M)

Mary Stuart, The. The Sam B. Wolf Sons Co., Cincinnati, Ohio. (M)

Mascot. Hood Rubber Co., Watertown, Mass. (M)

Mascoutin. W. C. Russell Moccasin Co., Berlin, Wis. (M)

Mason Chippewa Shoe, The. Mason Shoe Mfg. Co., Chippewa Falls, Wis. (M)

Massachusetts. Hood Rubber Co., Watertown, Mass. (M)

Masterbilt. McElroy-Sloan Shoe Co., Western Dept. Craddock-Terry Co., St. Louis, Mo. (M)

Master Farmer. The B. F. Goodrich Co., Akron, Ohio. (M)

Master Felt. Freeman Thompson Shoe Co., St. Paul, Minn. (M)

Master Made. Samuel Brilliant Co., Boston, Mass. (W)

Mastercraft. Barney, Capen & Denham Co., Brockton, Mass. (M)

Master Craftsman. Field Bros. Shoe Co., Inc., E. Bridgewater, Mass. (M)

Master Moccasin. Winchell Shoe Mfg. Co., Natick, Mass. (M)

Master Scout. Endicott-Johnson Corp., Endicott, N. Y. (M)

Master Shoe, The. John J. MacMaster, Rochester, N. Y. (M)

Master Workman. Endicott-Johnson Corp., Endicott, N. Y. (M)

Mastiff. Endicott-Johnson Corp., Endicott, N. Y. (M)

Mastiff. Morse & Rogers, New York City. (W)

Matador. Hood Rubber Co., Watertown, Mass. (M)

Matador. L. Alstadt & E. Waldner, New York, N. Y.

Matchland Comfort (Slippers). Matchland Shoe Co., Boston, Mass. (W)

Matchland Junior (Custom Made). Matchland Shoe Co., Boston, Mass. (W)

Matchland Maid. Matchland Shoe Co., Boston, Mass. (W)

Matchland Shoe. Matchland Shoe Co., Boston, Mass. (W)

Mathieu. F. J. Mathieu Shoe Co., Lynn, Mass. (M)

Matrix Shoes for Men. Heywood of Worcester, Mass. (M) See Advt. Page 85.

Matrix (For Women). E. P. Reed & Co., Rochester, N. Y. (M) See Advt. Page 113.

Matron's Comfort. F. A. Seavy Co., Beverly, Mass. (M)

Maude Miller Arch Support. Schulte United, Inc., New York, N. Y.

Maxine. Brown Shoe Co., Inc., St. Louis, Mo. (M)

May Day. Morse & Rogers, New York City. (W)

Mayd-Well. Nath'l Fisher & Co., New York City. (W)

Mayfair. Morse & Rogers, New York City. (W)

Mayflower. Robert Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

May Manton. The Roth Shoe Mfg. Co., Cincinnati, Ohio. (W)

May Rose. S. Freiburger & Bro. Co., Fort Wayne, Ind. (W)

"McAn Ample Instep." Melville Shoe Corp., New York City. (R)

McKinley. Chicago Footwear Co., Chicago, Ill. (W)

Meadowbrook. Lape & Adler Co., Columbus, Ohio. (M) See Advt. Page 89.

Meanwell Jr. Shoes. The Servus Rubber Co., Rock Island, Ill. (M)

Mechanic. Endicott-Johnson Corp., Endicott, N. Y. (M)

Mechanic. Goodwill Shoe Co., Holliston, Mass. (M)

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Mechanics Delight. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Mechanics Special. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Medford. Morse & Rogers, Branch International Shoe Co., New York City. (W)

Medicated Shoe. Millett Woodbury Co., Beverly, Mass. (M)

Medoking. Converse Rubber Shoe Co., Malden, Mass. (M)

Medway. Hood Rubber Co., Watertown, Mass. (M)

Melba. Dunham Bros. Co., Brattleboro, Vt. (W)

Melbrose Shoe, The. Meltzer Bros., Inc., Philadelphia, Pa. (W)

Men Like To Say They Wear Them. A. E. Nettleton Co., Syracuse, N. Y. (M)

Men's Club. Endicott-Johnson Corp., Endicott, N. Y. (M)

Mentor. The B. F. Goodrich Co., Akron, Ohio. (M)

Menz-Ease. Menzies Shoe Co., St. Louis, Mo. (M)

Mercer. Hood Rubber Co., Watertown, Mass. (M)

Mermaid. Hood Rubber Co., Watertown, Mass. (M)

Merriam's Nature-Form Cradle-to-College Shoes. H. W. Merriam Shoe Co., Newton, N. J. (M)

Merry Maid Style Shoes. Kann's, Washington, D. C. (R)

Merrymaker. Geo. D. Witt Shoe Co., Southern Dept. Craddock-Terry Co., Lynchburg, Va. (M)

"Merry Walker" Shoes. Wobst Shoe Co., Milwaukee, Wis. (M)

Metapad Shoes. Heywood Boot & Shoe Co., Worcester, Mass. (M)

Metatarsal Arch-Relief. The Walker T. Dickerson Co., Columbus, Ohio. (M) See Advt. Page 83.

Metatarsal Arch Support. Chas. E. Lynch Shoe Mfg. Co., Inc., Brockton, Mass. (M)

Metatarsal Relief. The Walker T. Dickerson Co., Columbus, Ohio. (M) See Advt. Page 83.

Metatarsus. The United States Shoe Co., Cincinnati, Ohio. (M)

Metropole. Hood Rubber Co., Watertown, Mass. (M)

Miami. Hood Rubber Co., Inc., Watertown, Mass. (M)

Metropolitan. Endicott Johnson Corp., Endicott, N. Y. (M)

Metropolitan. Morse & Rogers, branch International Shoe Co., New York City. (W)

Mic Mac. Mic-Mac Moccasin Co., Inc., Brockton, Mass. (M)

Midland. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Midvale Shoes. Midvale Shoe Co., St. Louis, Mo. (M)

Midvamp. Cambridge Rubber Co., Cambridge, Mass. (M)

Mid-Vamp. Hood Rubber Co., Inc., Watertown, Mass. (M)

Midwate. Hood Rubber Co., Watertown, Mass. (M)

Midway. L. B. Evans Sons Co., Wakefield, Mass. (M)

Midwest. Hood Rubber Co., Watertown, Mass. (M)

Milady Shoes—For Ladies. A. Gralnick Shoe Co., St. Louis, Mo. (W)

Miler. Hood Rubber Co., Watertown, Mass. (M)

Milessco. Miller Hess & Co., Inc., Akron, Pa. (M)

Miles Outstanding Shoe. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Miles Shoes. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Miles Style Shoes. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Milford. Cambridge Rubber Co., Cambridge, Mass. (M)

Milford Shoe, The. Milford Shoe Co., Milford, Mass. (M)

Milford. Hood Rubber Co., Watertown, Mass. (M)

Military. Hood Rubber Co., Watertown, Mass. (M)

Milius-Shortest Short Vamp-Milius. Milius Shoe Co., St. Louis, Mo. (M)

Milius Way—Lockstitch. Milius Shoe Co., St. Louis, Mo. (M)

Miller. The Miller Rubber Co., Akron, Ohio. (M)

Miller Bathing Wear. The Miller Rubber Co., Akron, Ohio (M)

Miller Maid Line. W. Y. Miller, Schuylkill Haven, Pa. (M)

Millerkins. I. Miller & Sons, Inc., Long Island City, N. Y. (M)

Millertaires. I. Miller & Sons, Inc., Long Island City, N. Y. (M)

Milton. Hood Rubber Co., Watertown, Mass. (M)

Milwaukee. Wrensch & Herrman Shoe Co., Milwaukee, Wis. (M)

Milwaukee King. Milwaukee Shoe Co., Milwaukee, Wis. (M)

Milwaukee King "Strength" Shoes. Milwaukee Shoe Co., Milwaukee, Wis. (M)

Mimi. The Miller Rubber Co., Akron, Ohio. (M)

Mine Jack. Hood Rubber Co., Watertown, Mass. (M)

Mine King. Hood Rubber Co., Watertown, Mass. (M)

Mine Pac. Hood Rubber Co., Watertown, Mass. (M)

Minnehaha. Bloom Bros. Co., Minneapolis, Minn. (M)

Minnehaha. Shaft Pierce Shoe Co., Faribault, Minn. (M)

Minot. Hood Rubber Co., Watertown, Mass. (M)

Miracle. O'Donnell Shoe Co., St. Paul, Minn. (M)

Miracle-Arch. McElroy Sloan Shoe Co., St. Louis, Mo. (M)

Miracle Arch Shoes. Craddock Terry Co., Lynchburg, Va. (M)

Miriam. Cambridge Rubber Co., Cambridge, Mass. (M)

Mirror of Fashion. Samuels Shoe Co., St. Louis, Mo. (M)

Mishko. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Miss America. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

Miss Chicago (Women's and Children's). C. W. Marks Shoe Co., Chicago, Ill. (W)

Missouri. The Servus Rubber Co., Rock Island, Ill. (M)

Miss Peggy. Bernstein Shoe Co., New York City. (W)

Mocca Baby Shoe. Wm. Eastwood & Son Co., Rochester, N. Y. (R)

Mocca Shoe, The. Mocca Shoe Co., Rochester, N. Y. (M)

Moccasan. Baker-Stewart-Jenkins Co., Ltd., Georgetown, Mass. (M)

Moccasin. Hood Rubber Co., Watertown, Mass. (M)

Moccasin. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Moc-Vamp. Charles A. Eaton Co., Brockton, Mass. (M)

Mode. Hood Rubber Co., Inc., Watertown, Mass. (M)

Mode. The Miller Rubber Co., Akron, Ohio. (M)

Modease. J. & T. Cousins Co., Brooklyn, N. Y. (M)

Modebs. The Green Shoe Mfg. Co., Boston, Mass. (M)

Model Mode Novelties. Platell Shoe Co., New York City. (W)

Model Mode Footwear. Platell Shoe Co., New York City (W)

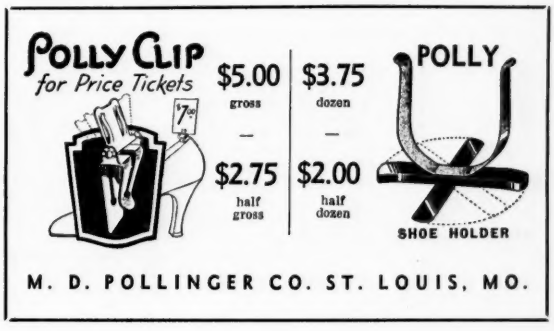
Mode-O-Pedic. N. B. Thayer & Co., Inc., East Rochester, N. H. (M)

Moderna. Gimbel Bros., Inc., New York, N. Y. (R)

Modern Health Shoes. Endicott Johnson Corp., Endicott, N. Y. (M)

Modern Maid Arch. Kimel Shoe Co., Haverhill, Mass. (M)

SAINT LOUIS TRADE MARKS AND BRANDS



DIRECTORY of TRADE NAMES and BRANDS of SHOES

Modern Miss. Huth & James Shoe Mfg. Co., Milwaukee, Wis. (M) See Advt. Page 87.

"Modern Miss" and "Health-O-Pedic" (Misses' and Children's). H. Gordon, New York City. (W)

Modern Mode Welts. The Irving Drew Co., Portsmouth, Ohio. (M)

Modern Priscilla. The Braintree Shoe Co., South Braintree, Mass. (M)

Modern Prophylactic. Ault-Williamson Shoe Co., Auburn, Me. (M)

Modette. S. J. Brouwer Shoe Co., Milwaukee, Wis. (R)

Modified Educator. Goodyear Shoe Co., Carlisle, Pa. (M)

Modified Ground Gripper. Ground Gripper Shoe Co., Inc., Boston, Mass. (M)

Modi-i Fit. Neenah Shoe Co., Menasha, Wis. (M)

Modi Pois Arch. Boyd Welsh Shoe Co., St. Louis, Mo.

Modish Footwear. Nathaniel Fisher & Co., New York City (W)

Modish Footwear—For Women. Nathaniel Fisher & Co., New York City. (W)

Modish Stouts. Brown Shoe Co., St. Louis, Mo. (M)

Moduc. Hood Rubber Co., Watertown, Mass. (M)

Mogul. Hood Rubber Co., Watertown, Mass. (M)

Mohegan. Hood Rubber Co., Watertown, Mass. (M)

Mohawks. Dolgeville Slipper Co., Inc., Dolgeville, N. Y. (M) See Advt. Page 81.

Mohawk. Endicott Johnson Corp., Endicott, N. Y. (M)

Mohawk Trailers. Phyllis Shoe Co., Lowell, Mass. (M)

Mohican. Endicott Johnson Corp., Endicott, N. Y. (M)

Mohican. W. C. Russell Moccasin Co., Berlin, Wis. (M)

Molloy Red Diamond Clog. Molloy Shoe Co., Georgetown, Mass. (M)

Molly Stark. Dunham Bros. Co., Brattleboro, Vt. (W)

Molly Stark. Graham Baumgarner Co., Parkersburg, W. Va. (W)

Mona Lisa. Lane Bros. Co., Boston, Mass. (W)

Monarch. The Servus Rubber Co., Rock Island, Ill. (M)

Money-Bak-Fitted Arch. Crowder-Cooper Shoe Co., Indianapolis, Inc. (W)

Money Saver. Morse & Rogers, New York Branch International Shoe Co., New York City. (W)

"Money Worth" Brand. Men's and Boy's Work Shoes and Dress Oxfords. Chas. Longini & Sons, Cincinnati, Ohio. (W)

Monogram Quality. Wagner Brothers Shoe Co., Pittsburgh, Pa. (W)

Monopul. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Mon-R-Co. Montague Rubber Co., Inc., Norfolk, Va. (W)

Montana. Hood Rubber Co., Inc., Watertown, Mass. (M)

Monte Carlo Sandal. Bleecker Shoe Co., New York City, N. Y.

Montgomery's Open Eye Brand "Arbitrator" Shoes Settle All Foot Troubles. Montgomery Shoe Co. of America, Inc., Milwaukee, Wis. (W)

Montgomery "Open Eye Brand" Shoes For Entire Family. Montgomery Shoe Co. of America, Inc., Milwaukee, Wis. (W)

Monitor. Hood Rubber Co., Watertown, Mass. (M)

Monumental. P. H. Volk & Co., Baltimore, Md. (W)

Moon-Rey. Meyer-Rudolph Shoe Co., Chicago, Ill. (M)

Moosehead. Hood Rubber Co., Watertown, Mass. (M)

Moosehead Moccasin. Davis Shoe Co., Greenville, Me. (M)

Moose King. Endicott-Johnson Corp., Endicott, N. Y. (M)

Morning Glory Comfort Shoes. Morning Glory Slipper Co., Brockton, Mass. (M)

Morning Glory Slipper. Morning Glory Slipper Co., Brockton, Mass. (M)

Morrill Arch Support. Durand Shoe Co., Richmond, Me. (M)

Morrill Flexibility-Comfort-Service. Durand Shoe Co., Richmond, Me. (M)

Morris Shoe, The. Morris Bros. Shoe Co., Quincy, Ill. (M)

Morris Shoe. Morris Shoe Co., Taunton, Mass. (M)

Morse & Rogers—(All Leather). Morse & Rogers, New York City. (W)

Moscow. The B. F. Goodrich Co., Akron, Ohio. (M)

Moscow. Hood Rubber Co., Watertown, Mass. (M)

Mother Hager's Shoes for Children. Hagerstown Shoe & Legging Co., Hagerstown, Md. (M)

Mother Machree Comforts. Till Shoe Co., Oswego, N. Y.

Motorman. Hood Rubber Co., Watertown, Mass. (M)

Moulder. Endicott-Johnson Corp., Endicott, N. Y. (M)

Moulder. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Moulder's Union Made Shoe. Honesdale Union Stamp Shoe Co., Honesdale, Pa. (M)

Moulton-Bartley, Littleways Inc. Moulton-Bartley, Inc., Highland, Ill. (M) See Advt. Page 97.

Mound City. Brown Shoe Co., St. Louis, Mo. (M)

Mountain Hiker. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

Mountain Lodge. "Mountain Lodge Hiking Boots and Oxfords." Lancaster Shoe Co., Elizabethtown, Pa. (M)

M—Quality Without Question—Guaranteed. J. D. Murphy Shoe Co., Natick, Mass. (M)

Mrs. A. R. King. Mrs. A. R. King, Inc., Philadelphia, Pa. (M)

Mrs. Day's Ideal Baby Shoes. Mrs. Day's Ideal Baby Shoe Co., Danvers, Mass. (M) See Advt. Page 87.

Mrs. Martin Comfort Shoe. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

M S C. Melville Shoe Corp., New York City. (R)

"M S C" Medallion-Canadian. Melville Shoe Corp., New York City. (R)

Mt. Vernon. Friedman Shelby Branch, International Shoe Co., St. Louis, Mo. (M)

Mudder. Hood Rubber Co., Watertown, Mass. (M)

Mudguard Over. Servus Rubber Co., Rock Island, Ill. (M)

Mudshu. Hood Rubber Co., Watertown, Mass. (M)

Mulette. Stone Shoe Co., Inc., New York, N. Y.

Multifit. Firestone Footwear Co., Boston, Mass. (M)

Municipal. Endicott-Johnson Corp., Endicott, N. Y. (M)

Murphy, J. D., Shoe. Quality Without Question. J. D. Murphy Shoe Co., Natick, Mass. (M)

Muscle Builders. Dr. A. Posner Shoe Co., Brooklyn, N. Y. See Advt. Page 118.

Muscle Tonic. S. J. Brouwer Shoe Co., Milwaukee, Wis. (R)

Musebeck Men's Double-Arch-Wear-Straight Shoes. Musebeck Shoe Co., Danville, Ill. (M)

Musher. The B. F. Goodrich Co., Akron, Ohio. (M)

Muskin, Built Like the Pyramids. The Muskin Shoe Co., Baltimore, Md. (M)

My Baby's Nature Shoe. B. & P. Footwear Co., Inc., Oswego, N. Y. (M)

My Boy Shoe, The. The Goding Shoe Co., Paris, Ill. (M)

Myra-Pedic. Meyer-Rudolph Shoe Co., Chicago, Ill. (M)

N

Nahm-O-Pedic. Nahm Bros. Co., Inc., Philadelphia, Pa. (M)

"Naqua" Sole. Shaft-Pierce Shoe Co., Faribault, Minn. (M)

Narro-Rest Heel. Kurz & Lapidus, Inc., Brooklyn, N. Y. (M)

Nashno. National Shoe Co., Savannah, Ga. (W)

Nassau. Chicago Footwear Co., Chicago, Ill. (W)

Nassau. Nath'l Fisher & Co., New York City. (W)

Nassco. National Specialty Shoe Co., St. Louis, Mo. (W) See Advt. Page 93.

National. Endicott Johnson Corp., Endicott, N. Y. (M)

National. Morse & Rogers, Branch International Shoe Co., New York City. (W)

National Guard. Endicott Johnson Corp., Endicott, N. Y. (M)

National League. Cambridge Rubber Co., Rubber Co., Cambridge, Mass. (M)

National Maid. National Specialty Shoe Co., St. Louis, Mo. (W) See Advt. Page 93.

National Park Hiking Oxford. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

"National Play Shoes." Ramsey's, Inc., New York City. (M)

The Nation's Play Shoe. Edward J. Ramsey, New York, N. Y.

Natur-Aid Health Shoes. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Natural Baby Foot Developers. Lynn Moccasin & Shoe Mfg. Co., Lynn, Mass. (M)

The Nature Bilt. Forbes & Wallace, Inc., Springfield, Mass. (R)

Natural Bridge Arch Shoe. Craddock-Terry Co., Lynchburg, Va. (M)

Naturalizers. Blue Ribbon Shoemakers, Inc., St. Louis, Mo. (M) See Advt. Page 95.

Natural Tread. The Walker T. Dickerson Co., Columbus, Ohio. (M)

Nature. Friedman-Shelby Branch, International Shoe Co., St. Louis, Mo. (M)

Nature-Arch. Krippendorf-Dittman Co., Cincinnati, O. (M)

Nature-Mox. Nature Footwear Corp., Brewer, Me. (M)

Nature's Rival. Levy Shoe Co., Montgomery, Ala. (W)

Nature-Tred. Cambridge Rubber Co., Cambridge, Mass. (M)

Nature Tread. The Jos. P. Dunn Shoe & Leather Co., Denver, Col. (W)

Naturtred. J. J. Lattemann Shoe Mfg. Co. Inc., Brooklyn, N. Y. (M)

Nautilus. Converse Rubber Co., Malden, Mass. (M)

Navajo Sandals. Samuels Shoe Co., St. Louis, Mo. (M)

Navarre. Cambridge Rubber Co., Cambridge, Mass. (M)

Navy. Endicott Johnson Corp., Endicott, N. Y. (M)

Nebraska. Converse Rubber Shoe Co., Malden, Mass. (M)

Neenah. Neenah Shoe Co., Menasha, Wis. (M)

Neighborhood. Virginia Shoe Co., Inc., Fredericksburg, Va. (M)

Neko. Mishawaka Rubber and Woolen Mfg. Co., Mishawaka, Ind. (M)

Nelson Boot. Hood Rubber Co., Watertown, Mass. (M)

Nettleton Shoe, The. A. E. Nettleton Shoe Co., Syracuse, N. Y. (M)

Nettleton Shoes of Worth. A. E. Nettleton Co., Syracuse, N. Y. (M)

Never Leak Chief. W. C. Russell Moccasin Co., Berlin, Wis. (M) See Advt. Page 109.

Never Leak Imperial. W. C. Russell Moccasin Co., Berlin, Wis. (M) See Advt. Page 109.

Newberry Tri-State. Jeff Newbury Co., Huntington, W. Va. (W)

Newbury Special. Jeff Newbury Co., Huntington, W. Va. (W)

New Hard Pan. Herold-Bertsch Shoe Co., Grand Rapis, Mich. (M)

Newport. Hood Rubber Co., Watertown, Mass. (M)

Newport. Phillips-Baker Rubber Co., Providence, R. I. (M)

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Newton. Hood Rubber Co., Watertown, Mass. (M)

Newton Process. Newton Elkin Shoe Co., Philadelphia, Pa. (M)

New York. John Cramer & Son, Brooklyn, N. Y. (M)

New Value. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Ne-Zipper. The B. F. Goodrich Co., Akron, Ohio. (M)

Niagara. Hood Rubber Co., Watertown, Mass. (M)

Nifty. Hood Rubber Co., Inc., Watertown, Mass. (M)

Nifty Boy. Endicott Johnson Corp., Endicott, N. Y. (M)

Nifty Gaiter. The Servus Rubber Co., Rock Island, Ill. (M)

Nifty Man. Endicott Johnson Corp., Endicott, N. Y. (M)

Nightingale. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Nikatogs. The Forbush Shoe Co., North Grafton, Mass. (M)

Nimrod. Converse Rubber Shoe Co., Malden, Mass. (M)

Nimrod Moccasin Sport Type Footwear and Leather Topped Rubbers. Chas. R. Clark, Brewer, Me. (M)

Nobby Tread. Curtis-Stephens-Embry Co., Reading, Pa. (M)

Noblesse. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Noebel's Clogs. P. J. Noebel & Co,. Brooklyn, N. Y. (M)

No-Korn. Peck Shoe Co., Worcester, Mass. (M)

Non Aqua. Geo. Strong Co., E. Weymouth, Mass. (M)

None But the Best. Stacy Adams Co., Brockton, Mass. (M) See Advt. Page 109.

None So Good. Hurley Shoe Co., Rockland, Mass. (M)

Nord. Hood Rubber Co., Watertown, Mass. (M)

Nordic. Cambridge Rubber Co., Cambridge, Mass. (M)

Norka. The B. F. Goodrich Co., Akron, Ohio. (M)

Normalcy Arch Shoe, The. The Golding Shoe Co., Paris, Ill. (M)

Normal Tread-Foot Support. Paul C. Wolfer Co., Boston, Mass. (M)

Normal Tred Arch. Paul C. Wolfer Co., Boston, Mass.

Norman Bootee, The. McCord Norton Shoe Co., St. Joseph, Mo. (M)

Norman Driller, The. McCord Norton Shoe Co., St. Joseph, Mo. (M)

Norman Shoe, The. McCord Norton Shoe Co., St. Joseph, Mo. (M)

Northerner Ribbed Over. The Servus Rubber Co., Rock Island, Ill. (M)

Northfield. Hood Rubber Co., Waterton, Mass. (M)

Northland. Endicott Johnson Corp., Endicott, N. Y. (M)

North Sea. Hood Rubber Co., Inc., Watertown, Mass. (M)

Norton Shoe, The. McCord Norton Shoe Co., St. Joseph, Mo. (M)

Norwood. Hood Rubber Co., Watertown, Mass. (M)

Nosco. New Oxford Shoe Co., New Oxford, Pa. (M)

No So No Tacks. Pedigo Weber Shoe Co., St. Louis, Mo. (M)

No-Tear. The Goodyear Rubber Co., Middletown, Conn. (M)

Notre-Dame. Cohen Adler Shoe Co., Baltimore, Md. (W)

Nouvelle. C. P. Ford & Co., Rochester, N. Y. (M)

Novel-Tee. Huth & James Shoe Mfg. Co., Milwaukee, Wis. (M)

Noxemal. Powell & Campbell, New York City. (W)

Nox 'Em All. H. E. Smith & Son, Inc., Worcester, Mass. (W)

Nox-Rox. Melze Alderton Shoe Co., Saginaw, Mich. (W)

Nu-Baby. Nu Baby Shoe Co., East Saugus, Mass. (M)

Nu-Feeture Turn. H. G. Lumbard Shoe Co., Auburn, Me. (M) See Advt. Page 89.

Nugget. Brown Shoe Co., Inc., St. Louis, Mo. (M)

Nu-Life Arch (Air Cushion). Nu-Way Shoe Co., New York City. (W)

Nu-Matic (Shoe for Men). Nu-Matic Shoe Co., Milwaukee, Wis.

"Nu-Matic" Cushion Shoe. Freeman Beddow Shoe Mfg. Co., Beloit, Wis. (M)

NuMode Footwear Moderne. The Menihan Co., Rochester, N. Y. (M)

Nu Mode Welts. The Irving Drew Co., Portsmouth, Ohio. (M)

Nunn-Bush. Nunn, Bush & Weldon Shoe Co., Milwaukee, Wis. (M)

Nurse. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

Nursease. Thomas G. Plant Corp., Boston, Mass. (M)

Nurse's Comfort. Dunham Bros. Co., Brattleboro, Vt. (W)

THE DOMINANT SHOE VALUES

ARE IDENTIFIED BY THESE TRADEMARKS

RED ARROW

MEN'S SERVICE SHOES
Built for Long Wear

FOR MEN AND BOYS
Stylish to the Last Stitch Always

TUFWEAR SOLE
COM FLEX
More Days of Wear in every Pair

SHOES FOR CHILDREN
Comfortable—Durable—Flexible

PORTAGE

For Men and Young Men
PORTAGE SHOE MFG. CO.

FARGO FOUR 4

Men's Shoes
GREAT WESTERN SHOE COMPANY

FARGO FOR BOYS

Shoes for Boys
GREAT WESTERN SHOE COMPANY

WEYENBERG DOCTO-PEDIC

For Men and Boys
COMFORTABLE ARCH SUPPORT SHOES

WEYENBERG SHOE MFG. CO.

MILWAUKEE, WISCONSIN

Eastern Branch
Weyenberg Shoe Co., Inc.
417-421 Canal St.
New York City, New York

North Pacific Branch
Weyenberg Shoe Mfg. Co.
Portland, Oregon

California Branch
Weyenberg Shoe Mfg. Co. of Cal.
Los Angeles, California

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Nurse Shoes. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Nu-Style Brand-Ladies' Novelties. Chas. Longini & Sons, Cincinnati, Ohio. (W)

Nusu. Hood Rubber Co., Watertown, Mass. (M)

Nut Cracker. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Nu-Walk Cushion Comfort. Durand Shoe Co., Richmond, Me. (M)

Nu-Walk Cushion Comfort Arch Support. Durand Shoe Co., Richmond, Me. (M)

Nu-Way Air Cushion. Nu-Way Shoe Co., New York City, N. Y. (W)

Nu-Way-Welts. Newcomb-Anderson Shoe Co., Rochester, N. Y. (M)

Nu-Wonder Shoe (for children). Nu-Way Shoe Co., New York City. (W)

Nymph. Hood Rubber Co., Watertown, Mass. (M)

O

Oak Calf. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Oakdale. Cambridge Rubber Co., Cambridge, Mass. (M)

Oak Fibre. Temple Shoe Co., Waupun, Wis. (M)

Oakland. Hood Rubber Co., Watertown, Mass. (M)

Oakley. Hood Rubber Co., Watertown, Mass. (M)

Oakwood. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

O Boy Shoe. Leonard & Barrows, Inc., Middleboro, Mass. (M)

Ocolco Shoe, The. Old Colony Shoe Co., Brockton, Mass. (M)

Odessa. Hood Rubber Co., Watertown, Mass. (M)

O'Donnell Shoes. O'Donnell Shoe Co., St. Paul, Minn. (M)

Officer. Endicott Johnson Corp., Endicott, N. Y. (M)

Officers. Goodwill Shoe Co., Holliston, Mass. (M)

Officer's Dress. Endicott Johnson Corp. Endicott, N. Y. (M)

Official Boy Scout Shoe, The. Excelsior Shoe Co., Portsmouth, Ohio. (M)

Official-Five. Cambridge Rubber Co., Cambridge, Mass. (M)

O. G. Foot Retainer. O'Connor & Goldberg, Chicago, Ill.

Ogunquit. Lane Brothers Co., Boston, Mass. (W)

Oiltex. Cambridge Rubber Co., Cambridge, Mass. (M)

"Oh Lady." Melville Shoe Corp., New York City. (R)

"Oh Lady!"—Canadian. Melville Shoe Corp., New York City. (R)

OK Fibre. Teeple Shoe Co., Waupun, Wis. (M)

Okay. Mishawaka Rubber and Woolen Mfg. Co., Mishawaka, Ind. (M)

Olathe Cow Boy Boots. C. H. Hyer & Sons, Olathe, Kan. (M)

Old Colony. Hood Rubber Co., Watertown, Mass. (M)

Old Colony Shoe. A Man's Decision. Old Colony Shoe Co., Brockton, Mass. (M)

Old Glory. Endicott Johnson Corp., Endicott, N. Y. (M)

Old Home. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Old Honesty. Hood Rubber Co., Watertown, Mass. (M)

Old North States. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Old Reliable. Endicott Johnson Corp., Endicott, N. Y. (M)

Olympia. Currin-Greene Shoe Mfg. Co., Seattle, Wash. (M)

Olympic. Hood Rubber Co., Watertown, Mass. (M)

Onanoff. Cambridge Rubber Co., Cambridge, Mass. (M)

Onega. Hood Rubber Co., Watertown, Mass. (M)

One Hundred Percent. Conrad Shoe Co., Brockton, Mass. (M)

Oneida. United States Rubber Co., New Brunswick, N. J. (M)

One of America's Quality Names. A. E. Nettleton Co., Syracuse, N. Y. (M)

Onli, The. Ramsey's, Inc., New York City. (M)

Onlie Five. The Braintree Shoe Co., South Braintree, Mass. (M)

Onlie Sport. The Braintree Shoe Co., South Braintree, Mas. (M)

Onset. The B. F. Goodrich Co., Akron, Ohio. (M)

Ontario. Wm. Eastwood & Son Co., Rochester, N. Y. (R)

Ontario. The B. F. Goodrich Co., Akron, Ohio. (M)

Ontario. Hood Rubber Co., Watertown, Mass. (M)

Ontario. Mocca Shoe Co., Rochester, N. Y. (M)

Ontario Arch. Wm. Eastwood & Son Co., Rochester, N. Y. (R)

On the Job. J. W. Carter Co., Nashville, Tenn. (M)

Opener. Endicott Johnson Corp., Endicott, N. Y. (M)

Open Eye. Montgomery Shoe Co. of America, Inc., Milwaukee, Wis. (W)

Operaboot. Cambridge Rubber Co., Cambridge, Mass. (M)

Operashu. Cambridge Rubber Co., Cambridge, Mass. (M)

Oregon. Cambridge Rubber Co., Cambridge, Mass. (M)

Oregon. Hood Rubber Co., Watertown, Mass. (M)

Original Chippewa Shoes. Chippewa Shoe Mfg. Co., Chippewa Falls, Wis. (M)

Original Dr. Rubin. Rubin Shoe Co., New York City. (W)

Original Puss in Boots. (Soft Padded Sole Bootee.) Federal Slipper Co., Inc., New York City. (M)

Orkney. Hood Rubber Co., Watertown, Mass. (M)

Ormond. Hood Rubber Co., Watertown, Mass. (M)

"O R O." Williams-Marvin Co., San Francisco, Cal. (M)

Orofax. Nath'l Fisher & Co., New York City. (W)

Orono. Hood Rubber Co., Inc., Watertown, Mass. (M)

Ortho Arch Health Aid Last. Central Shoe Co., St. Louis, Mo. (M)

Osage. The Servus Rubber Co., Rock Island, Ill. (M)

Oshkosh Leather Tops. H. C. Roenitz Co., Oshkosh, Wis. (W)

Oshkosh Line (Work Shoes). H. C. Roenitz Co., Oshkosh, Wis. (W)

O-So. E. E. Taylor Corp., Boston, Mass. (M)

O So E Z E. Monroe Bros. & Co., Philadelphia, Pa. (W)

O-So-Eze. E. E. Taylor Corp., Boston, Mass. (M)

O-So-Good Arch. Crowder-Cooper Shoe Co., Indianapolis, Ind. (W)

O-So-Snug. E. E. Taylor Corp., Boston, Mass. (M)

O-So-Snug Arch Support. E. E. Taylor Corp., Boston, Mass. (M)

Ostend. Hood Rubber Co., Watertown, Mass. (M)

Osteo-path-ik Shoe, The. Allen-Edmonds Shoe Corporation, Belgium, Wis. (M)

Osteos. Thos. G. Plant Corp., Boston, Mass. (M)

Ottawa. The B. F. Goodrich Co., Akron, Ohio. (M)

Our Family. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Our Gang. Eby Shoe Co., Inc., Ephrata, Pa. (M)

Our I. M. Shoe. I. Mathes & Sons Shoe Co., St. Louis, Mo. (W)

Our Leonard Shoe. I. Mathes & Sons Shoe Co., St. Louis, Mo. (W)

O. U. Shu. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Outdoor Girl. L. D. Stickles Shoe Co., Red Wing, Minn. (M)

Outgrown Before Outworn. Lancaster Shoe Co., Elizabethtown, Pa. (M) See Advt. Page 89.

Outing. Goodwill Shoe Co., Holliston, Mass. (M)

Outing Stiles. For Recreation and Sports. Dolgeville Slipper Co., Inc., Dolgeville, N. Y.

Outlook. Hood Rubber Co., Watertown, Mass. (M)

Over Globe Shoe. Bridgewater Workers Cooperative Asso., Bridgewater, Mass. (M)

Overland. Leonard & Barrows, Inc., Middleboro, Mass. (M)

Over Size. The Chas. E. Lynch Shoe Mfg. Co., Inc., Brockton, Mass. (M)

P

"P. & C." Shoe. Powell & Campbell, New York City. (W)

Pac. The B. F. Goodrich Co., Akron, Ohio. (M)

Pacemaker. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Pacer. Hood Rubber Co., Watertown, Mass. (M)

Pacer. Lane Bros. Co., Boston, Mass. (W)

Pacific. Friedman-Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Pacific. Hood Rubber Co., Inc., Watertown, Mass. (M)

Packard Arch Aid Shoe for Men. M. A. Packard Co., Brockton, Mass. (M) See Advt. Page 109.

Packard Shoe, The. M. A. Packard Co., Brockton, Mass. (M) See Advt. Page 109.

Packard Shoe (Junior). The M. A. Packard Co., Brockton, Mass. (M) See Advt. Page 109.

Paddy. Melville Shoe Corp., New York City. (R)

"Paddy"—Canadian. Melville Shoe Corp., New York City. (R)

Paddy Heel. Melville Shoe Corp., New York City. (R)

Palm Beach Sports. Platell Shoe Co., New York City. (W)

Palmetto. Endicott Johnson Corp., Endicott, N. Y. (M)

Pamela. Stern's, New York, N. Y. (R)

Pan-Flex. Lynn Moccasin & Shoe Mfg. Co., Lynn, Mass. (M)

Panola. The B. F. Goodrich Co., Akron, Ohio. (M)

Papoose. Shaft-Pierce Shoe Co., Faribault, Minn. (M)

Papoose Moccasin. F. A. Parker Co., Marblehead, Mass. (M)

P. & R. Peiser-Russell, Inc., San Francisco, Cal. (W)

Para. Endicott Johnson Corp., Endicott, N. Y. (M)

Paracord. Endicott Johnson Corp., Endicott, N. Y. (M)

Paracrepe. Endicott Johnson Corp., Endicott, N. Y. (M)

Paradise Shoes—She Walks in Beauty. Brauer Bros. Shoe Co., St. Louis, Mo. (M) See Advt. Page 93.

Parafoti. Joe Parafoti, New York, N. Y.

Paramount. Paramount Shoe Mfg. Co., St. Louis, Mo. (M)

Para Tread. Endicott Johnson Corp., Endicott, N. Y. (M)

Par Excellence. Levy Shoe Co., Montgomery, Ala. (W)

Par Golf. Endicott-Johnson Corp., Endicott, N. Y. (M)

Paris. Cambridge Rubber Co., Cambridge, Mass. (M)

Paris Cling Tite Heel. Sarubbi Shoes, Inc., Brooklyn, N. Y. (M)

Paris Mode (Womens). C. W. Marks Shoe Co., Chicago, Ill. (W)

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Paristyle. Paristyle Footwear Mfg. Co., Inc., New York City. (M)

Park. Hood Rubber Co., Watertown, Mass. (M)

Parkwood. Graham Bumgarner Co., Parkersburg, W. Va. (W)

Par. George Glaser, Scranton, Pa.

Par Value. Brown Shoe Co., St. Louis, Mo. (M)

Patco-Brand. Paul A. Tuschick & Co., Inc., New Orleans, La. (W)

Pathfinder. Graham Bumgarner Co., Parkersburg, W. Va. (M)

Patricia. H. E. Ackerman, Boston, Mass. (W)

Patrician. Faunce & Spinney, Inc., Lynn, Mass. (M)

Patrick Henry. J. W. Carter Co., Nashville, Tenn. (M)

Patriot. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Patrolman. Endicott Johnson Corp., Endicott, N. Y. (M)

Paul Jones. Nath'l Fisher & Co., New York City. (W)

Paul Junior Shoes for Boys. Nath'l Fisher & Co., New York City. (W)

Pavement Pounders. Melville Shoe Corp., New York City. (R)

Pavlova. The B. F. Goodrich Co., Akron, Ohio. (M)

Payree. The Servus Rubber Co., Rock Island, Ill. (M)

Peach. Roberts, Johnson & Rand, Branch Internatitonal Shoe Co., St. Louis, Mo. (M)

Peacock Shoes. Boyd Welsh Shoe Co., St. Louis, Mo. (M)

Pearl. Hutchinson-Winch, Branch International Shoe Co., Boston, Mass. (W)

Peck. Peck Shoe Co., Worcester, Mass. (M) See Advt. Page 116.

Peda-genic. Julius Altschul & Son, Brooklyn, N. Y. (M)

Pedalic Arch. Croston, O'Brien Shoe Co., Haverhill, Mass. (M)

Ped-Archo. Cushman Hollis Co., Auburn, Me. (M)

Pedemode. Julius Grossman, Inc., Brooklyn, N. Y. (M)

Pedi Kraft. Benjamin Schwartz, New York, N. Y.

Pedigo Style. Pedigo Lake Shoe Co., St. Louis, Mo. (M)

Pedi-Processed. Glaser Shoe Co., San Francisco, Cal. (W)

Pedi Walk. Herman Rubin, New York, N. Y.

"Pedo-Flex" Shoes. Sherwood Shoe Co., Rochester, N. Y. (M)

Pedomic. Bell, Walt & Co., Inc., Philadelphia, Pa. (W)

Pe-Dom-Ic. S. Dalsimer & Sons, Philadelphia, Pa.

Pedro. The B. F. Goodrich Co., Akron, Ohio. (M)

Pedro. Hood Rubber Co., Inc., Watertown, Mass. (M)

Peek-A-Boo. S. Freiburger & Bro. Co., Fort Wayne, Ind. (W)

Peerless Smart Littleways. The Irving Drew Co., Portsmouth, Ohio. (M)

Peerless Smart Littleways. The Peerless City Shoe Co., Portsmouth, Ohio. (M)

Peg-Arch. Holland Shoe Co., Holland, Mich. (M)

Peggy. Endicott Johnson Corp., Endicott, N. Y. (M)

Peg-O-Ped. Holland Shoe Co., Holland, Mich. (M)

Pels. A. E. Little Co., Lynn, Mass. (M)

Penco. J. C. Penny Co., Wilmington, Del.

Pennant. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Penn Pride. Monroe Bros. & Co., Philadelphia, Pa. (W)

Penta-Pedic. J. Edwards & Co., Inc., Philadelphia, Pa. (M)

Penza. Hood Rubber Co., Watertown, Mass. (M)

Peoria. Chicago Footwear Co., Chicago, Ill. (W)

Peppies. The Merrimack Shoe Mfg. Co., Lowell, Mass. (M)

Peppy Peggy. Paul J. Richard Co., Farmington, N. H. (M)

Pep. Bowling and Outing Shoes. Kambach & Kettman, Inc., Davenport, Iowa. (W)

Pep-Stop. Eady Shoe Mfg. Co., Otsego, Mich. (M)

Perfect Ease. Central Shoe Co., St. Louis, Mo. (M)

Perfect Model Shoe, The. Crossett Shoe Co., Boston, Mass. (M)

Perkins-Smith Perfect-O. Perkins-Smith Shoe Corp., Rochester, N. Y. (M)

Permastitch-Toe Slipper. S. Capezio, New York City. (M)

Pershing. Chicago Footwear Co., Chicago, Ill. (M)

Pershing. Morse & Rogers, Branch International Shoe Co., New York City. (W)

Persia. Chicago Footwear Co., Chicago, Ill. (W)

Persian. Hood Rubber Co., Inc., Watertown, Mass. (M)

Pete & Peggy. Southern Shoe Mfg. Co., Inc., Hagerstown, Md. (M)

Locked Arch

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DANIELS & TAYLOR
DERRY
NEW HAMPSHIRE
Division of Woodbury Shoe Mfg. Co., Inc.

"GREAT SCOTT"
HOW THEY WEAR
HOW THEY SELL
WRITE FOR THE
DOERMAN PLAN
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MODERN
SHOE MERCHANDISING
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DOERMAN SHOE MFG. CO.
SOUTH MILWAUKEE WISCONSIN

COMPO
Reg. U. S. Pat. Off.
The rapidly increasing production of COMPO Shoes and their enthusiastic acceptance by leading retailers is the best proof of their excellence.
Compo Shoe Machinery Corp.
Boston New York St. Louis

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Peter Long Ears. Mondl Mfg. Co., Inc., Oshkosh, Wis. (M)

Peter Pan. Cambridge Rubber Co., Cambridge, Mass. (M)

Peter Pan. A. W. Tedcastle Co., Boston, Mass. (W)

Peter Piper. Brown Shoe Co., St. Louis, Mo. (M)

Peter Pumpkin. Lane Brothers Co., Boston, Mass. (W)

Peter Rabbitt. A. W. Tedcastle Co., Boston, Mass. (W)

Peters Diamond Brand Shoes. International Shoe Co., St. Louis, Mo. (M)

Peters Flexible Arch. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Peters Gem-Arch. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Petite. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Phantom. Hood Rubber Co., Watertown, Mass. (M)

Phantom of the Arch. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Philadelphia Made. C. S. Gibbon Co., Inc., Philadelphia, Pa. (M)

Philadelphia Maid. C. S. Gibbon Co., Inc., Philadelphia, Pa. (M)

Phipp's Custom-Built. Phipps Shoe Co., Inc., Omaha, Neb. (M)

Phlexopedic. M. A. Packard Co., Brockton, Mass. (M)

"Phog Allen" Basket Ball Shoe. The Servus Rubber Co., Rock Island, Ill. (M)

"Phog Allen Jr." Shoe, The. The Servus Rubber Co., Rock Island, Ill. (M)

Physical Culture. Ground Gripper Shoe Co., Inc., Brooklyn, N. Y. (M)

Physical Culture Shoes for Men. Chas. E. Lynch Shoe Mfg. Co., Inc., Brockton, Mass. (M)

Pic Pac. Cambridge Rubber Co., Cambridge, Mass. (M)

Picture of Baby in Shoe or Moccasin. Mrs. Day's Ideal Baby Shoe Co., Inc., Danvers, Mass. (M) See Advt. Page 87.

(Picture of three ladies). Three Sisters, Inc., New York, N. Y.

Pickwick (Men's Shoes). Stewart-Dawes Shoe Co., Inc., Los Angeles, Cal. (M)

Piedmont. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Piedmont. H. Wilensky & Sons Co., Atlanta, Ga. (W)

Pied Piper. Marathon Shoe Co., Wausau, Wis. (M)

Piekenbrock Shoe, The. E. B. Piekenbrock & Sons Co., Dubuque, Iowa. (M)

Pilgrim. Hood Rubber Co., Inc., Watertown, Mass. (M)

Pilgrim. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Pillofut. Ideal Shoe Mfg. Co., Milwaukee, Wis. (M) See Advt. Page 87.

Pilot. The Pilot Shoe Co., Baltimore, Md. (W)

Pinehurst Golf Shoe, The. The Abbott Co., Yarmouth, Me. (M)

Pinto. Endicott Johnson Corp., Endicott, N. Y. (M)

Pioneer. Goodyear Rubber Co., Middletown, Conn. (M)

Pioneer. Graham Baumgarner Co., Parkersburg, W. Va. (W)

Pioneer. Phillips-Baker Rubber Co., Providence, R. I. (M)

Pioneer Surgical Shoe. Pioneer Shoe Mfg. Co., Kansas City, Mo. (M)

Pippin Gaiter. Servus Rubber Co., Rock Island, Ill. (M)

Pirate. Cambridge Rubber Co., Cambridge, Mass. (M)

Pit Pat. Dunham Bros. Co., Brattleboro, Vt. (W)

Pittsfield. Hood Rubber Co., Watertown, Mass. (M)

P. J. Noebel's Wood Sole Boots, Shoes and Slippers. P. J. Noebel & Co., Brooklyn, N. Y. (M)

Pla-Mate. The A. & H. Mfg. Co., Delaware, Ohio. (M)

Pla Moc. Johns Tilt Shoe Co., Los Angeles, Cal. (M)

Pla-Mor. Sherwood Shoe Co., Rochester, N. Y. (M)

Pla-Mox. Tiny Tot Shoe Corp., Rochester, N. Y. (M)

Planter. Friedman-Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Planter. Hood Rubber Co., Watertown, Mass. (M)

Pla-Time. Endicott Johnson Corp., Endicott, N. Y. (M)

Plata. Thomas S. Childs, Inc., Holyoke, Mass. (R)

Pla-Welt. Endicott Johnson Corp., Endicott, N. Y. (M)

Play Day. Brown Shoe Co., St. Louis, Mo. (M)

Playfellow. Walkrite Shoe Co., Chicago, Ill. (M)

Playflex. Kreider-Creveling Shoe Co., Boston, Mass. (W)

Playground. Shaft-Pierce Shoe Co., Faribault, Minn. (M)

Play Pals. Shaft-Pierce Shoe Co., Faribault, Minn. (M)

Play. Goodwill Shoe Co., Holliston, Mass. (M)

Play House. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

Play-Proof. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Playrite. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Play Shoe. Morse & Rogers, Branch International Shoe Co. N. Y. C. (W)

Play-Shu. Dunham Bros. Co., Brattleboro, Vt. (W)

Pli-Arch. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Plio. The United States Shoe Co., Cincinnati, Ohio. (M)

Plowman Shoe, The. Winchell Shoe Mfg. Co., Natick, Mass. (M) See Advt. Page 116.

Plowman. Goodwill Shoe Co., Holliston, Mass. (M)

Plowshu. Hood Rubber Co., Watertown, Mass. (M)

Pluck. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Pluck Special Health Shoes. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Plus Fours (Men's Welts). Smith & Herrick Co., Albany, N. Y. (W)

Plus Six Shoes. Kaufman Department Stores, Inc., Pittsburgh, Pa. (R)

Plus-Style Arch. Johansen Bros. Shoe Co., St. Louis, Mo. (M)

Plymouth. Hood Rubber Co., Watertown, Mass. (M)

Plymouth. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (M)

Plymouth. Phillips-Baker Rubber Co., Providence, R. I. (M)

Pocahontas. Brown Shoe Co., St. Louis, Mo. (M)

Pocahontas Leather Slippers. Shields Consolidated, Inc., Bombay, N. Y. (M)

Pocahontas Turn Slippers. Shields Consolidated, Inc., Bombay, N. Y. (M)

Pogo. Brown Shoe Co., St. Louis, Mo. (M)

Pola. Cambridge Rubber Co., Cambridge, Mass. (M)

Polar. Montague Rubber Co., Inc., Norfolk, Va. (W)

Polaris. The B. F. Goodrich Co., Akron, Ohio. (M)

Police. Endicott Johnson Corp., Endicott, N. Y. (M)

Police. Goodwill Shoe Co., Holliston, Mass. (M)

Poll Parrot. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Pollyanna. Craddock-Terry Co., Lynchburg, Va. (M)

Polly Junior. Nath'l Fisher & Co., New York City. (W)

Polly Preston. Nath'l Fisher & Co., New York City. (W)

Polo. Endicott Johnson Corp., Endicott, N. Y. (M)

Polo Boot. Phillips-Baker Rubber Co., Providence, R. I. (M)

Poltava. Hood Rubber Co., Watertown, Mass. (M)

Poncho. Converse Rubber Shoe Co., Malden, Mass. (M)

Pontiac. The B. F. Goodrich Co., Akron, Ohio. (M)

Pontiac's Ponti-Ped. Pontiac Shoe Mfg. Co., Pontiac, Ill. (M)

Popular. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Portage. The B. F. Goodrich Co., Akron, Ohio. (M)

Portage Shoes. Portage Shoe Mfg. Co., Portage, Wis. (M) See Advt. Page 103.

Portage Shoes—Typically Young and Mannish. Portage Shoe Mfg. Co., Portage, Wis. (M) See Advt. Page 103.

Portland. Hood Rubber Co., Watertown, Mass. (M)

Port-O-Pedic. Portage Shoe Mfg. Co., Portage, Wis. (M)

Portrait of W. L. Douglas. W. L. Douglas Shoe Co., Brockton, Mass. (M)

Posner-Pedic Shoes. Dr. A. Posner Shoes, Inc., Brooklyn, N. Y. (M)

Posner Special. Posner & Ginsberg Shoe Co., Inc., New York City. (M)

Postman. Goodwill Shoe Co., Holliston, Mass. (M)

Postman. Hood Rubber Co., Watertown, Mass. (M)

Postshu. Hood Rubber Co., Watertown, Mass. (M)

Powder Metal Workers. Honesdale Union Stamp Shoe Co., Honesdale, Pa. (M)

Powerbilt. Roberts Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Powerful. Endicott Johnson Corp., Endicott, N. Y. (M)

Premier. The B. F. Goodrich Co., Akron, Ohio. (M)

Premium Brand. George W. Hubler Shoe Co., Auburn, Pa. (M)

Premium Brand Shoes. Gramling, Spalding & Collinsworth, Atlanta, Ga. (W)

Prep. Wm. Eastwood & Son Co., Rochester, N. Y. (R)

Prep. Hood Rubber Co., Watertown, Mass. (M)

Prep. Mocca Shoe Co., Rochester, N. Y. (M)

Prescription. A. E. Little Co., Lynn, Mass.

President. Central Shoe Co., St. Louis, Mo. (M)

Presto. Cambridge Rubber Co., Cambridge, Mass. (M)

Prety Shoes for Women. The P. Sullivan Co., Cincinnati, Ohio. (M)

Preventor. Watson Shoes, Inc., Stoughton, Mass. (M)

Prince. Hood Rubber Co., Watertown, Mass. (M)

Prince of Wales Welts. Meyer Bros. Shoe Co., Inc., Brooklyn, N. Y. (M)

Princess. Brown Shoe Co., St. Louis, Mo. (M)

Princess Ann. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Princess Chic. Graham Bumgarner Co., Parkersburg, W. Va. (W)

Princess Pat. Geo. E. Keith Co., Brockton, Mass. (M)

Princess Peggy. Goldie Shoe Co., Los Angeles, Cal. (W)

Princess Xenia. Xenia Shoe Mfg. Co., Xenia, Ohio. (M)

Princeton. H. E. Ackerman, Boston, Mass. (W)

Princeton. The B. F. Goodrich Co., Akron, Ohio. (M)

Princeton. Hood Rubber Co., Watertown, Mass. (M)

Princetown. Craddock Terry Co., Lynchburg, Va. (M)

Prince Victor. Dunham Bros. Co., Brattleboro, Vt. (W)

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Priscilla. H. E. Ackerman, Boston, Mass. (W)

Priscilla. Cambridge Rubber Co., Cambridge, Mass. (M)

Priscilla Cushion Sole. Durand Shoe Co., Richmond, Me. (M)

Prize Winner. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Productor. Lane Bros. Co., Boston, Mass. (W)

Professional. Converse Rubber Shoe Co., Malden, Mass. (M)

Progress. Hutchinson-Winch, Boston Branch, International Shoe Co., Boston, Mass. (W)

Promenade Health. Peters Branch, International Shoe Co., St. Louis, Mo. (M)

Prop-Her Arch. Interstate Shoe Co., Branch of International Shoe Co., Manchester, N. H. (M)

Prophylactic. Ault-Williamson Shoe Co., Auburn, Me.

Propr-Bilt. O'Donnell Shoe Co., St. Paul, Minn. (M)

Propr-Bilt. Pioneer Shoe Mfg. Co., Kansas City, Mo. (M)

Propr-Bilt, Junior. Pioneer Shoe Mfg. Co., Kansas City, Mo. (M)

Pro-tec-o Arch. Pioneer Shoe Mfg. Co., Kansas City, Mo. (M)

Protector. Hood Rubber Co., Watertown, Mass. (M)

Protector. Peters Branch, International Shoe Co., St. Louis, Mo. (M)

Protex Arch. The United States Shoe Co., Cincinnati, Ohio. (M)

Proud Product of Brooklyn, The. Seymour Troy & Co., Brooklyn, N. Y. (M)

Proven Arch Shoe. Racine Shoe Mfg. Co., Racine, Wis. (M)

Pullman. M. Gustin Co., New York City. (M)

Pumpette. The Miller Rubber Co., Akron, Ohio. (M)

Punch & Judy. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

Puritan. Hood Rubber Co., Watertown, Mass. (M)

Puritan. Geo. E. Keith Co., Brockton, Mass. (M)

Pursuit Boot. Teeple Shoe Co., Waupun, Wis.

Pursuit. Temple Shoe Co., Waupun, Wis. (M)

Putney Products. Stephen Putney Shoe Co., Richmond, Va. (W)

Put Together a Little Better. Knights Allen Co., Inc., Haverhill, Mass. (M)

Q

Quaker. Hood Rubber Co., Watertown, Mass. (M)

Quaker Kids. Sam Levy & Co., Nashville, Tenn. (W)

Quality. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Quality First. M. Wolf & Sons, Inc., Brooklyn, N. Y. (M)

Quality Five Shoe. J. W. Carter Co., Nashville, Tenn. (M)

Quality Shoes. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

Quality Shoes (For Women). Sidney Glass, Los Angeles, Cal. (W)

Quality Stitchdowns. Collingwood Shoe Co., Inc., Endicott, N. Y. (M)

Quality Stitchdowns. Endicott Johnson Corp., Endicott, N. Y. (M)

Quebec. The B. F. Goodrich Co., Akron, Ohio. (M)

Queen. Hood Rubber Co., Watertown, Mass. (M)

Queen. Thos. G. Plant Corp., Boston, Mass. (M)

"Queen Anne" Line. Tober-Saifer Shoe Co., Inc., St. Louis, Mo. (W)

Queen Louise Picture. Thos. G. Plant Corp., Boston, Mass. (M)

Queen of Comfort Cushion Sole. Durant Shoe Co., Richmond, Me. (M)

Queen Marie. C. W. Marks Shoe Co., Chicago, Ill. (W)

Queen Quality. Thos. G. Plant Corp., Boston, Mass. (M)

Quincy. Chicago Footwear Co., Chicago, Ill. (W)

Quincy. Hood Rubber Co., Watertown, Mass. (M)

R

Racer. Hood Rubber Co., Watertown, Mass. (M)

Racine Shoe, The. Racine Shoe Mfg. Co., Racine, Wis. (M)

Racquet. The B. F. Goodrich Co., Akron, Ohio. (M)

Radcliff. Faunce & Spinney, Inc., Lynn, Mass. (M)

Radio. Cambridge Rubber Co., Cambridge, Mass. (M)

Radio Ez. Nath'l. Fisher & Co., New York City. (W)

Radio-Tyme. L. B. Evans Sons Co., Wakefield, Mass. (M) See Advt. Page 85.

Railroad. Goodwill Shoe Co., Holliston, Mass. (M)

Railroader. Endicott Johnson Corp., Endicott, N. Y. (M)

Railshu. Hood Rubber Co., Watertown, Mass. (M)

ARCH PRESERVER SHOE
REG. U.S. PAT. OFFICE
"KEEPS THE FOOT WELL"

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Made for women and children only by

The SELBY SHOE CO.
PORTSMOUTH, OHIO

Manufacturers of Arch Preserver, Tru-Poise and Iris Shoes

THE Doctor SHOE
RACINE SHOE MANUFACTURING CO.
Since 1902 RACINE, WISCONSIN

The RED CROSS SHOE
Manufactured in Cincinnati
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CONSTANT AW COMFORT
STEEL ARCH SUPPORT
TRADE MARK REG. U.S. PAT. OFF.

The AIR-TRED Shoe
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GENUINE AW HAND TURN
LIGHT ~ FLEXIBLE
Ault-Williamson Shoe Co.

COORDINATED LAST
Ann Elise HEALTH SHOE
REG. U.S. PAT. OFF.
Ault-Shackford Shoe Co.

Auburn, Maine *and* St. Louis, Missouri

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Rainbeau. Phillips-Baker Rubber Co., Providence, R. I. (M)

Rain-R-Shine. Brown Shoe Co. (M)

Raintogs. Hood Rubber Co., Watertown, Mass. (M)

Raja Heavy Work Rubber. The Servus Rubber Co., Rock Island, Ill. (M)

Ralph Jones, Jr. The Servus Rubber Co., Rock Island, Ill. (M)

Ralph Jones "Professional" Basketball Shoe. The Servus Rubber Co., Rock Island, Ill. (M)

Ralston. Churchill & Alden Co., Brockton, Mass. (M)

Rambler. Hood Rubber Co., Watertown, Mass. (M)

Rambler. Hutchinson-Winch, Boston Branch, International Shoe Co., Boston, Mass. (W)

"Ramsey's Big Three." Ramsey's, Inc., New York City. (M)

Ramsey's Flexibles. Ramsey's Inc., New York City. (M)

Ramsey's—They Cannot Rip. Ramsey's, Inc., New York City. (M)

Randolph. Cambridge Rubber Co., Cambridge, Mass. (M)

Randolph. Hood Rubber Co., Watertown, Mass. (M)

Ranger. Endicott Johnson Corp., Endicott, N. Y. (M)

Ranger. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Ranger. Teeple Shoe Co., Waupun, Wis. (M)

Rangeley Moccasins. G. H. Bass & Co., Wilton, Me. (M)

Rainier. Melze Alderton Shoe Co., Saginaw, Mich. (W)

Ranyday. Phillips Baker Rubber Co., Providence, R. I. (M)

Rapid Transit. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Rawhide Boot. Converse Rubber Shoe Co., Malden, Mass. (M)

Raynboot. Cambridge Rubber Co., Cambridge, Mass. (M)

Rayn-Clog. Cambridge Rubber Co., Cambridge, Mass. (M)

Raynette. Cambridge Rubber Co., Cambridge, Mass. (M)

Rayn-Flex. Cambridge Rubber Co., Cambridge, Mass. (M)

Raynshu. Cambridge Rubber Co., Cambridge, Mass. (M)

Rayn-Suede. Cambridge Rubber Co., Cambridge, Mass. (M)

Rayntips. Cambridge Rubber Co., Cambridge, Mass. (M)

Rayntite. Cambridge Rubber Co., Cambridge, Mass. (M)

Rayntogs. Cambridge Rubber Co., Cambridge, Mass. (M)

Ray-O-Pedic. Samuel L. Bass Shoe Co., Inc., New York City. (W)

Reading. The B. F. Goodrich Co., Akron, Ohio. (M)

Real-Arch. Peters, Branch of International Shoe Co., St. Louis, Mo. (M)

Real Ease. Durand Shoe Co., Richmond, Me. (M)

Real Ease Arch-Support Shoe. Durand Shoe Co., Richmond, Me. (M)

Real Ezy. Solnit & Shapiro Shoe Co., Los Angeles, Cal. (W)

Real Fast. Endicott Johnson Corp., Endicott, N. Y. (M)

Real Rest. Central Shoe Co., St. Louis, Mo. (M)

Real-Rest. Fern & Poor Co., Inc., Newburyport, Mass. (M)

Real Shoemakers, The. The Forbush Shoe Co., North Grafton, Mass. (M)

Real Thing. Geo. D. Witt Shoe Co., Southern Dept., Craddock-Terry Co., Lynchburg, Va. (M)

Reeper. Friedman-Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Research. S. J. Brouwer Shoe Co., Milwaukee, Wis. (M)

Recreation. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Recreation. Hood Rubber Co., Watertown, Mass. (M)

Recreator. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Red Ace. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Red Arrow. Weyenberg Shoe Mfg. Co., Milwaukee, Wis. (M) See Advt. Page 103.

Redbird. Hood Rubber Co., Inc., Watertown, Mass. (M)

Red Boot in Sporting, Stormking and Short. The Servus Rubber Co., Rock Island, Ill. (M)

Red Chief. Endicott-Johnson Corp., Endicott, N. Y. (M)

Red Cross Shoe, The. The United States Shoe Co., Cincinnati, Ohio. (M) See Advt. Page 107.

Red Cross Arch-Tone. The United States Shoe Co., Cincinnati, Ohio. (M) See Advt. Page 107.

Red Cross Junior Shoe, The. The United States Shoe Co., Cincinnati, Ohio. (M) See Advt. Page 107.

Red Cross Junior Arch Toners. The United States Shoe Co., Cincinnati, Ohio. (M) See Advt. Page 107.

Red Cross Sub-Deb Shoe. The United States Shoe Co., Cincinnati, Ohio. (M) See Advt. Page 107.

Red Dragon. Cambridge Rubber Co., Cambridge, Mass. (M)

Reddy. Converse Rubber Shoe Co., Malden, Mass. (M)

Red Eagle. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Red Fox. Hood Rubber Co., Watertown, Mass. (M)

Red Goose. Friedman-Shelby, Branch International Shoe Co., St. Louis, Mo. (M) See Advt. Page 93.

Redhall. Hood Rubber Co., Watertown, Mass. (M)

Red King. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Redman. Hood Rubber Co., Watertown, Mass. (M)

Red Ribbon. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Red Riding Hood. Craddock-Terry Co., Lynchburg, Va. (M)

Red Riding Hood Turns. Craddock-Terry Co., Lynchburg, Va. (M)

Red Rock. Hood Rubber Co., Watertown, Mass. (M)

Red School House. Marathon Shoe Co., Wausau, Wis. (M)

Red Tip. B. A. Corbin & Son Co., Marlboro, Mass. (M)

Red Tip. Greene, Anthony & Co., Providence, R. I. (W)

Red Tip. The Western Shoe Co., Toledo, Ohio. (W)

"Red-Tip" Shoes. Keehn Brothers, Chicago, Ill. (W)

Red Top. Hood Rubber Co., Watertown, Mass. (M)

Red Top Band. The B. F. Goodrich Co., Akron, Ohio. (M)

Red Tread. Hood Rubber Co., Watertown, Mass. (M)

Red Triangle Shoes. Lynchburg Shoe Co., Inc., Lynchburg, Va. (W)

Red Vamp. Hood Rubber Co., Watertown, Mass. (M)

Red Wing Shoes. Red Wing Shoe Co., Red Wing, Minn. (M)

Redwood. Hood Rubber Co., Watertown, Mass. (M)

Reece's E. Z. Walking Rocker Bottom Wooden Sole Footwear. Reece Wooden Sole Shoe Co., Inc., Columbus, Neb. (M)

Reed Arch Prop. E. P. Reed & Co., Rochester, N. Y. (M)

Reedform. E. P. Reed & Co., Rochester, N. Y. (M)

Reed's Soft Tread. E. P. Reed & Co., Rochester, N. Y. (M)

Reed's Modette. E. P. Reed & Co., Rochester, N. Y. (M)

Reed's Varsity Girl. E. P. Reed & Co., Rochester, N. Y. (M)

Referee. Hood Rubber Co., Watertown, Mass. (M)

Regal Ease. Regal Shoe Co., Whitman, Mass. (M)

Regal Nature's Doctor. Regal Shoe Co., Whitman, Mass. (M)

Regal Shoes. Regal Shoe Co., Whitman, Mass. (M)

Regulator. Morse & Rogers, Branch International Shoe Co., N. Y. C. (W)

Reider's Goodyear Welt. Reider Shoe Mfg. Co., Inc., Schuylkill Haven, Pa. (M)

Reign Beau Arch. Morse & Rogers, N. Y. C. (W)

Relax Arch. Whitney-Roth Shoe Co., Cleveland, Ohio. (W)

Relax Feltwear. The Whitney-Roth Shoe Co., Cleveland, Ohio. (W)

Relay. Cambridge Rubber Co., Cambridge, Mass. (M)

Relay. The B. F. Goodrich Co., Akron, Ohio. (M)

Re Lax. D. Armstrong & Co., Inc., Rochester, N. Y. (M)

"Relax" Slippers. The Big "K" Shoe Co., Cincinnati, Ohio. (M)

Releaf. Whitney-Roth Shoe Co., Cleveland, Ohio. (W)

Re Leaf Cushion Comfort. Whitney-Roth Shoe Co., Cleveland, Ohio. (W)

Re-Leve-U. Adams Bros., Pittsfield, N. H. (M)

Reliable Jefferson Shoe. The Copeland & Ryder Co., Jefferson, Wis. (M)

Reliance. Hood Rubber Co., Watertown, Mass. (M)

Relief. The P. Hagerty Shoe Co., Washington, Ohio. (M)

Relief. Geo. E. Keith Co., Brockton, Mass. (M)

Repeater. Brown Shoe Co., St. Louis, Mo. (M)

Repose Arch. Thos. G. Plant Corp., Boston, Mass. (M)

Reputation. Endicott-Johnson Corp., Endicott, N. Y. (M)

Rescue. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Resistol. International Shoe Co., Manchester, N. H. (M)

Resistor. Hood Rubber Co., Watertown, Mass. (M)

Resolute. Endicott-Johnson Corp., Endicott, N. Y. (M)

Rest. Endicott-Johnson Corp., Endicott, N. Y. (M)

Rest Assured. Nath'l Fisher & Co., New York City. (W)

Rester. Milford Shoe Co., Milford, Mass. (M)

Restful. Endicott-Johnson Corp., Endicott, N. Y. (M)

Restful. Greene, Anthony & Co., Providence, R. I. (W)

Rest Haven, Perfect Foot Support Shoe. Axman-Weiss Shoe Co., Chicago, Ill. (W)

Rest Hour Comfort. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Rest-Rite. Comfort Slippers. The Athletic Shoe Co., Chicago, Ill. (M)

Restwell. Wiley-Bickford-Sweet Co., Worcester, Mass. (M)

Reversett. Cambridge Rubber Co., Cambridge, Mass. (M)

Re-Ward Shoes. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Rex. B. Rosenberg & Sons, Inc., New Orleans, La. (M)

R-e-z. C. Gotzian & Co., St. Paul, Minn. (M)

R-e-z. Arch C. Gotzian & Co., St. Paul, Minn. (M)

R-e-z. Arch. O'Donnell Shoe Corp., St. Paul, Minn. (M)

Rhino-Hide. The Miller Rubber Co., Akron, Ohio. (M)

Ribber. The B. F. Goodrich Co., Akron, Ohio. (M)

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Ricon Process. Rice-O'Neill Shoe Co., St. Louis, Mo. (M)

Ridgewood. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Riddell Non-Slip Athletic Shoes. John T. Riddell, Inc. Chicago, Ill.

Rightfit Arch. R. H. Lane & Co., Inc., Toledo, Ohio. (W)

Right Walk. B. & P. Footwear Co., Inc., Oswego, N. Y. (M)

Riley's Arch Relief. The Walker T. Dickerson Co., Columbus, Ohio. (M)

Ringside. The B. F. Goodrich Co., Akron, Ohio. (M)

Rita Sandal. The Munroe Shoe Co., Inc., Auburn, Me. (M)

Rita Step-In. The Munroe Shoe Co., Inc., Auburn, Me. (M)

Rite-Fit. Stevens Soft Sole Shoe Co., Salem, Mass. (M)

Rite Poise. Jellerson-Rafter Co., Norway, Me. (M)

Ritz. Firestone Footwear Co., Boston, Mass. (M)

Ritz Imperial. Firestone Footwear Co., Boston, Mass. (M)

Ritzy. The B. F. Goodrich Co., Akron, Ohio. (M)

Rival. Melville Shoe Corp., New York City. (R)

"Rival"—Canadian. Melville Shoe Corp., New York City. (R)

Rival Fish. Melville Shoe Corp., New York City. (R)

"Rival Instant Com-Foot." Melville Shoe Corp., New York City. (R)

Rival Masthead. Melville Shoe Corp., New York City. (R)

Rival Rosin. Melville Shoe Corp., New York City. (R)

Rival Shoes for Men. Melville Shoe Corp., New York City. (R)

Rival Spotlight. Melville Shoe Corp., New York City. (R)

Rival Store Front. Melville Shoe Corp., New York City. (R)

Riverdale. Hood Rubber Co., Watertown, Mass. (M)

R. N. The Braintree Shoe Co., South Braintree, Mass. (M)

R. N. Shoe Officially Endorsed. Samuel Shapiro, Brookline, Mass.

Roadmaker. Goodwill Shoe Co., Holliston, Mass. (M)

Roadster. Cambridge Rubber Co., Cambridge, Mass. (M)

Roberts Johnson and Rand. Roberts, Johnson and Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Robertson Comforts. Robertson Shoe Co., Minneapolis, Minn. (M)

Robin Hood. Central Shoe Co., St. Louis Mo. (M)

Robinson Crusoe. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Robyn Arch Support. Robinson-Bynon Shoe Co., Auburn, N. Y. (M)

Robyn Health Mode in Conjunction With Figure of a Bird. Robinson-Bynon Shoe Co., Auburn, N. Y. (M)

Rochampton. Hood Rubber Co., Watertown, Mass. (M)

Rochester Special. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Rock Bottom. The Servus Rubber Co., Rock Island, Ill. (M)

Rock Bred. Jaffee, Cohen & Lang, Inc., New York, N. Y.

Rocker Bottom (Go up and down stairs in them). Reece Wooden Sole Shoe Co., Inc., Columbus, Neb. (M)

Rocket. Hood Rubber Co., Watertown, Mass. (M)

Rock Hill. Firestone Footwear Co., Boston, Mass. (M)

Rockland. Chicago Footwear Co., Chicago, Ill. (W)

Rockledge. Nahm Bros. Co., Inc., Philadelphia, Pa. (M)

Rock Proof Work Shoes. O'Donnell Shoe Corp., St. Paul, Minn. (M)

Rocky Mountain Scout. The Jos. P. Dunn Shoe & Leather Co., Denver, Colo. (W)

Rod & Reel. Converse Rubber Shoe Co., Malden, Mass. (M)

Rodeo. Cambridge Rubber Co., Cambridge, Mass. (M)

Rodeo Boot. Teeple Shoe Co., Waupun, Wis. (M)

Roenitz "Blue Beaver" Felt Shoes. H. C. Roenitz Co., Oshkosh, Wis. (W)

Roenitz "Comfortable" Felt Slipper Line. H. C. Roenitz Co., Oshkosh, Wis. (W)

Roenitz One Piece Special Leather Tops. H. C. Roenitz Co., Oshkosh, Wis. (W)

Roguish Brogue. Marathon Shoe Co., Wausau, Wis. (M)

"Rohn Milwaukee" Shoes. Rohn Shoe Mfg. Co., Milwaukee, Wis. (M)

Roma. Hood Rubber Co., Watertown, Mass. (M)

Roman. Brown Shoe Co., St. Louis, Mo. (M)

Romeo. Endicott-Johnson Corp., Endicott, N. Y. (M)

Romeze. Collingwood Shoe Co., Inc., Endicott, N. Y. (M)

Romeze. Endicott-Johnson Corp., Endicott, N. Y. (M)

Romper. Brown Shoe Co., St. Louis, Mo. (M)

Romper. Dunham Bros. Co., Brattleboro, Vt. (W)

Rona. Hutchinson-Winch, Boston Branch, International Shoe Co., Boston, Mass. (W)

Rondo. The Fashion Shop, Washington, D. C. (R)

Roomy-Ankle Arch Support. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Rooter. Cambridge Rubber Co., Cambridge, Mass. (M)

Rosa Lee Arch Shu. A. M. Legg Shoe Co., Pontiac, Ill. (M)

Roth. The Roth Shoe Mfg. Co., Cincinnati, Ohio. (M)

Rothkirk. Richards & Brennan Co., Randolph, Mass. (M)

Rough Rider. La Londe & Clarke, Inc., Rochester, N. Y. (M)

Round-Up. Cambridge Rubber Co., Cambridge, Mass. (M)

Round Up. Endicott-Johnson Corp., Endicott, N. Y. (M)

Roxie Ward. Geo. D. Witt Shoe Co., Southern Dept., Craddock Terry Co., Lynchburg, Va. (M)

Royal. Converse Rubber Shoe Co., Malden, Mass. (M)

Royal Oak. Hood Rubber Co., Watertown, Mass. (M)

Royal Rest. Tupper Slipper Corp., Brooklyn, N. Y.

Royal Robes. Royal Robes, Inc., New York City. (M)

Royal Scot. A. G. Spalding & Bros., Brooklyn, N. Y. (M)

Royal Standard. Dixon Bartlett Co., Baltimore, Md. (M)

Royal Worcester. Peck Shoe Co., Worcester, Mass. (M)

Royal Worcester Arch Spring Shoe. Peck Shoe Co., Worcester, Mass.

Roycroft. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

PACKARD ARCH-AID BROCKTON, USA

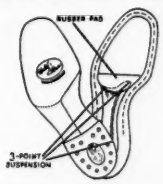
THE Packard SHOE

THE Packard SHOE JUNIOR

M. A. Packard Company

Brockton, Massachusetts

MAIN SPRING ARCH



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and can be bought only in Walk-Over Shoes.

GEO. E. KEITH COMPANY
Campello, Brockton, Mass.

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Manufacturers of

MEN'S EXCLUSIVELY

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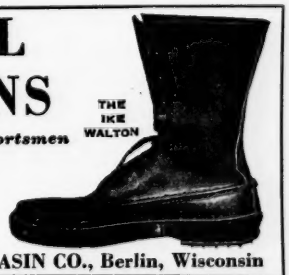


IKE WALTON
NEVER LEAK IMPERIAL
NEVER LEAK CHIEF

And Other Famous Moccasins by

The W. C. RUSSELL MOCCASIN CO., Berlin, Wisconsin

DIRECTORY of TRADE NAMES and BRANDS of SHOES

R-Tik-U-Late-Ad-Jus-Toe. Hurley Shoe Co., Rockland, Mass. (M)

R-Tis-Tik Footwear. B. Friedman Shoe Co., Inc., New York City. (W)

Rubalosh. Hood Rubber Co., Watertown, Mass. (M)

Rubasandal. Hood Rubber Co., Watertown, Mass. (M)

Rubasnap. Hood Rubber Co., Watertown, Mass. (M)

Rubastorm. Hood Rubber Co., Watertown, Mass. (M)

Rubberibbed. Firestone Footwear Co., Boston, Mass. (M)

Rubber Road. Brown Shoe Co., St. Louis, Mo. (M)

Rubin's Hard Hitters. Rubin Shoe Co., New York City. (W)

Ruby. Monroe Bros. & Co., Philadelphia, Pa. (W)

Ruby Brand House Slippers. Rubin Bros. Footwear, Long Island City, N. Y. (M)

Ruby Brand Felt Slippers, Soft Soles. Rubin Bros. Footwear, Long Island City, N. Y. (M)

Ruby Brand Jewel of Footwear. Rubin Bros. Footwear, Long Island City, N. Y. (M)

Ruby Brand Stitchdown Shoes. Rubin Bros. Footwear, Long Island City, N. Y. (M)

Rucormis Shoes. Abe Rubel & Co., Corinth, Miss. (W)

Rue De La Paix Model. Sarubbi Shoes, Inc., New York City. (M)

Ruf and Tuf. The Whitney-Roth Shoe Co., Cleveland, Ohio. (W)

Ruff-n-Tuff. Holland Shoe Co., Holland, Mich. (M)

Ruff Shod Boots. Converse Rubber Co., Malden, Mass. (M)

Ruf-House Play Shoes. The Jaffa Co., Los Angeles, Cal. (W)

Ruby. Cambridge Rubber Co., Cambridge, Mass. (M)

Rugged. Cambridge Rubber Co., Cambridge, Mass. (M)

Rugged. Endicott-Johnson Corp., Endicott, N. Y. (M)

Rugger. The B. F. Goodrich Co., Akron, Ohio. (M)

Run-a-bout. C. W. Marks Shoe Co., Chicago, Ill. (M)

Runner-Up. Cambridge Rubber Co., Cambridge, Mass. (M)

Rusco. Rubin Shoe Co., New York City. (W)

Russell Moccasins. W. C. Russell Moccasin Co., Berlin, Wis. (M) See Advt. Page 109.

Rysonéle. Rice-O'Neill Shoe Co., St. Louis, Mo. (M) See Advt. Page 99.

S

S. & G. Non Aqua. Geo. Strong Co., E. Weymouth, Mass. (M)

S. & H. Athletic Shoes. Schwartz & Herder, Inc., Philadelphia, Pa.

S. & S. Solnit & Shapiro Shoe Co., Los Angeles, Cal. (W)

S. & S. Yeager Shoe Co., Selin's Grove, Pa. (M)

Sable. The B. F. Goodrich Co., Akron, Ohio. (M)

Sabruvia. Sachs & Vigorith, Inc., Cincinnati, Ohio. (M)

Saco-Moc Moccasins. Trail Moc Shoe Co., Saco, Me. (M)

Safe Toe. Endicott-Johnson Corp., Endicott, N. Y. (M)

Safe Tred. Richard White & Co., Inc., Philadelphia, Pa. (M)

Safety. Friedman Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Safety. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Safety First. Levy Shoe Co., Montgomery, Ala. (W)

Safety First Step. Wm. Heiber & Son, Rochester, N. Y. (M)

Saginaw. Hood Rubber Co., Watertown, Mass. (M)

St. Louisan. Central Shoe Co., St. Louis, Mo. (M)

St. Louis Maid Shoes. Paramount Shoe Mfg. Co., St. Louis, Mo. (M) See Advt. Page 101.

Sally Sweet. Alfred J. Sweet Co. (Division of the United States Shoe Co.), Auburn, Me. (M)

Sally Sweet Sub Deb. Alfred J. Sweet Co. (Division of the United States Shoe Co.), Auburn, Me. (M)

Sally Sweet Suspension Arch. Alfred J. Sweet Co. (Division of the United States Shoe Co.), Auburn, Me. (M)

Sally Walker. The United States Shoe Co., Cincinnati, Ohio. (M)

Sallys. Em May Incorp., St. Louis, Mo.

Salute. Endicott-Johnson Corp., Endicott, N. Y. (M)

Samar. Hood Rubber Co., Watertown, Mass. (M)

Samaritan Shoe, Kind to Your Feet. Paul C. Wolfer Co., Boston, Mass. (W)

Sam Smart. B. Rosenberg & Sons, Inc., New Orleans, La. (M)

San Deau. Buek & Co., Philadelphia, Pa. (M)

Sandlot. Hood Rubber Co., Watertown, Mass. (M)

Sandra Fashion for Mademoiselle. B. Siegel Co., Detroit, Mich.

Sandy. Teeple Shoe Co., Waupun, Wis. (M)

Sani-Mox. Tiny Tot Shoe Corp., Rochester, N. Y. (M)

San Klog. Buek & Co., Philadelphia, Pa. (M)

San Patio. Buek & Co., Philadelphia, Pa. (M)

Sanshu. Judson Rubber Works, Chicago, Ill. (M)

Sans Pareil. C. P. Ford & Co., Inc., Rochester, N. Y. (M)

Santa. Converse Rubber Shoe Co., Malden, Mass. (M)

Santa Rosa. Santa Rosa Shoe Mfg. Co., Santa Rosa, Cal. (M)

Santa Rosa Tan. Santa Rosa Shoe Mfg. Co., Santa Rosa, Cal. (M)

Santa Shoe, The. Milton Waiss, San Francisco, Cal. (W)

San Togs. Buek & Co., Philadelphia, Pa. (M)

Satin Kid. The United States Shoe Co., Cincinnati, Ohio. (M)

Saukie Moccasin. The Servus Rubber Co., Rock Island, Ill. (M)

Save Arch. The Stern, Auer Co., Cincinnati, Ohio. (M)

Savings Bank Shoe. Goodwill Shoe Co., Holliston, Mass. (M)

Sav-ior Arch Heavnly Comfort. Slipper Shop, Inc., Dallas, Tex.

Savona Strap. The Munroe Shoe Co., Inc., Auburn, Me. (M)

Savoy. Hood Rubber Co., Inc., Watertown, Mass. (M)

Saxco Novelties. M. J. Saks Shoe Co., New York City. (W)

Saxon. A. W. Tedcastle Co., Boston, Mass. (W)

Saxon King. A. W. Tedcastle Co., Boston, Mass. (W)

School. Goodwill Shoe Co., Holliston, Mass. (M)

School Boys Pride. Powell & Campbell, New York City. (W)

School Chum. Endicott-Johnson Corp., Endicott, N. Y. (M)

"School Girl Shoes." Morris Shoe Co., New York City. (W)

Schoolshu. Endicott-Johnson Corp., Endicott, N. Y. (M)

Scientific Arch Health. A. Sandler, Boston, Mass. (W)

Scientific Arch Health Shoe-Holds Up the Arch. A. Sandler, Boston, Mass. (W)

Scotia. Hood Rubber Co., Watertown, Mass. (M)

Scout. Goodwill Shoe Co., Holliston, Mass. (M)

Scout Brave. Endicott-Johnson Corp., Endicott, N. Y. (M)

Scoutee. Hood Rubber Co., Watertown, Mass. (M)

Scoutflex. Smith & Herrick Co., Albany, N. Y. (W)

Scout Master. Endicott-Johnson Corp., Endicott, N. Y. (M)

Scrantonian. Scranton Shoe & Rubber Co., Scranton, Pa. (W)

Scrashko Shoe. Scranton Shoe & Rubber Co., Scranton, Pa. (W)

Scrimmage. Endicott Johnson Corp., Endicott, N. Y. (M)

Scuff-Proof. Holland Shoe Co., Holland, Mich. (M)

The Seal of Style Approval. Commonwealth Shoe & Leather Co., Boston, Mass. (M)

S. D. Shoes. Charles L. Bower, Seattle, Wash.

Seaside. Hood Rubber Co., Watertown, Mass. (M)

Seattle. Hood Rubber Co., Watertown, Mass. (M)

Seavey Comfort Turns. F. A. Seavey Co., Beverly, Mass. (M)

Seaview. Hood Rubber Co., Watertown, Mass. (M)

Sebek. The B. F. Goodrich Co., Akron, Ohio. (M)

Secret Order Flying Fools. Holland Shoe Co., Holland, Mich. (M)

Security School Shoes. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

See More Troy Shoes. Seymour, Troy & Co., Brooklyn, N. Y. (M)

Selby's Deb. Selby Shoe Co., Portsmouth, Ohio. (M)

Selby Shoe, The. The Selby Shoe Co., Portsmouth, Ohio. (M)

Selby's Flex-O-Process. The Selby Shoe Co., Portsmouth, Ohio. (M)

Select. Endicott-Johnson Corp., Endicott, N. Y. (M)

Self Starter. Carpenter Shoe Co., Inc., Rochester, N. Y. (M) See Advt. Page 81.

Self Starter. Levy Shoe Co., Montgomery, Ala. (W)

Selz. Cole, Rood, Haan & McGregor Co., Chicago, Ill. (M)

Selz Archlast Eight. Cole, Rood, Haan & McGregor Co., Chicago, Ill. (M)

Selz Six. Cole, Rood, Haan & McGregor Co., Chicago, Ill. (M)

Seminary Gril. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

Seminole. Endicott-Johnson Corp., Endicott, N. Y. (M)

Semi-Soft Soles. J. S. Zulick & Co., Orwigsburg, Pa. (M)

Semi-Trot. Stevens Soft Sole Co., Salem, Mass. (M)

Senator. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Seneca. Hood Rubber Co., Watertown, Mass. (M)

Seneca. W. C. Russell Moccasin Co., Berlin, Wis. (M)

Senior. The B. F. Goodrich Co., Akron, Ohio. (M)

Sensation. Roberts, Johnson & Brand, Branch International Shoe Co., St. Louis, Mo. (M)

Sentinel. Hood Rubber Co., Watertown, Mass. (M)

Serco. The Servus Rubber Co., Rock Island, Ill. (M)

Serib. The Servus Rubber Co., Rock Island, Ill. (M)

Sermold. The Servus Rubber Co., Rock Island, Ill. (M)

Serve-Well. Nath'l. Fisher & Co., New York City. (W)

Servex. The Servus Rubber Co., Rock Island, Ill. (M)

Service. Chicago Footwear Co., Chicago, Ill. (W)

Service. Converse Rubber Shoe Co., Malden, Mass. (M)

Service. Endicott-Johnson Corp., Endicott, N. Y. (M)

Service. Friedman-Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Service. The B. F. Goodrich Co., Akron, Ohio. (M)

Service. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Service Arch. The Pilot Shoe Co., Baltimore, Md. (W)

Service Shoe with Slipper Comforts, A. Kozy Comfort Shoe Mfg. Co., Milwaukee, Wis. (M)

Serv-Lite. The Servus Rubber Co., Rock Island, Ill (M)

Servus. The Servus Rubber Co., Rock Island, Ill. (M)

Servus Automatic Gaiter. Servus Rubber Co., Rock Island, Ill. (M)

Servus Junior. The Servus Rubber Co., Rock Island, Ill. (M)

Servus White Pac-Miner's. The Servus Rubber Co., Rock Island, Ill. (M)

Servwell. The Servus Rubber Co., Rock Island, Ill. (M)

Sealer. Theo Bergmann Shoe Mfg. Co., Portland, Ore. (M)

Seven Selected Styles Bostonians. Commonwealth Shoe & Leather Co., Boston, Mass. (M)

Shamokin. The Servus Rubber Co., Rock Island, Ill. (M)

Shawmut. Hood Rubber Co., Watertown, Mass. (M)

Shawnee. Endicott-Johnson Corp., Endicott, N. Y. (M)

Shawnee. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

"Shaw" Shoes. M. T. Shaw, Inc., Coldwater, Mich. (M)

Shaw Trade Builders. M. T. Shaw, Inc., Coldwater, Mich. (M)

Sheba's Queen. (For Women.) Lovell Shoe Co., Waterbury, Conn. (W)

Sheffield Orthopedic. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Sherimode. Sherwood Shoe Co., Rochester, N. Y. (M)

Sherwood Shoe, The. Sherwood Shoe Co., Rochester, N. Y. (M)

Shetland. Hood Rubber Co., Watertown, Mass. (M)

"She Walks in Beauty. Brauer Bros. Shoe Co., St. Louis, Mo. (M)

Shield. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Shirley Ann Arch Support. Lawrence M. Purcell Co., Denver, Colo. (W)

Shock Absorber. Thomas G. Plant Corp., Boston, Mass. (M)

Shock Absorber. Walkrite Shoe Co., Chicago, Ill. (M)

Shock-Easer. Freeman-Beddow Shoe Mfg. Co., Beloit, Wis. (M)

Shock-Easer Arch. Freeman-Beddow Shoe Mfg. Co., Beloit, Wis. (M)

Shod-For-A-Year. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Shod Smart. Endicott Johnson Corp., Endicott, N. Y. (M)

Shodwell. The Jos. P. Dunn Shoe & Leather Co., Denver, Colo. (W)

Shoe for Children, The. Sinbac's Shoe Mfg. Co., Chicago, Ill. (M)

Shoe Sole. Melville Shoe Corp., New York City. (R)

Shoe With the Friendly Grip, The. Hurley Shoe Co., Rockland, Mass. (M)

Shoes of Merit. Marks & Stix Shoe Co., Cincinnati, Ohio. (W)

Shoes Supreme (By Marion). Marion Shoe Co., Marion, Ind. (M)

Shoes that Wear. J. S. Zulick & Co., Orwigsburg, Pa. (M)

Shoes-to-day. J. W. Carter Co., Nashville, Tenn. (M)

Shoor Tred. A. G. Geuting Co., Philadelphia, Pa. (R)

Shopper. Hood Rubber Co., Watertown, Mass. (M)

Shorty. Holland Shoe Co., Holland, Mich. (M)

Shower Bath Sandals. The Finn Shulman Mfg. Co., Cincinnati, Ohio. (M)

Shower Boot. The B. F. Goodrich Co., Akron, Ohio. (M)

Shriner's Special. French Shriner & Urner, Boston, Mass. (M)

Shuglov. The Miller Rubber Co., Akron, Ohio. (M)

Shukon. The B. F. Goodrich Co., Akron, Ohio. (M)

Shupak. The B. F. Goodrich Co., Akron, Ohio. (M)

Shurefoot. J. Edwards & Co., Inc., Philadelphia, Pa. (M)

Shurezy Arch-Brace. Stacy Adams Co., Brockton, Mass. (M)

Shur-Fit. The Servus Rubber Co., Rock Island, Ill. (M)

Shur Step Line, The. Dunn Shoe Co., Danvers, Mass. (M)

Shurwool. Bray, Stanley & Ellis, Inc., Boston, Mass. (M)

Shu-Stiles. Shu-Stiles, Inc., St. Louis, Mo.

Siak. Hood Rubber Co., Watertown, Mass. (M)

Siberian. The B. F. Goodrich Co., Akron, Ohio. (M)

Side-Swipe. Forbush Shoe Co., North Grafton, Mass. (M)

Sidwell Korn Kure Shoes. Sidwell-DeWindt Shoe Co., Chicago, Ill. (W)

Sidwell Shoe, The. Sidwell-DeWindt Shoe Co., Chicago, Ill. (W)

Si-en-Tiffick. H. C. Godman Co., Columbus, Ohio. (M)

Siesta. Wiley-Bickford-Sweet Co., Worcester, Mass. (M)

Signal Corps. Endicott-Johnson Corp., Endicott, N. Y. (M)

Sil Kid. The Julian & Kokenge Co., Cincinnati, Ohio. (M)

Silo. Friedman Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Silver King Slippers. Richard J. Roche, Haverhill, Mass. (M)

Silverman's Ann A Walker Health Shoes for Fashionable Ladies Combination Last. David Silverman, New Castle, Pa. (M)

Simla. Hood Rubber Co., Watertown, Mass. (M)

Simplex Flexies Keep Your Feet Young. Simplex Shoe Mfg. Co., Milwaukee, Wis. (M)

Simplex Milwaukee. Simplex Shoe Mfg. Co., Milwaukee, Wis. (M)

Sinbac's Hardy-Fut. Sinbac Shoe Mfg. Co., Chicago, Ill. (M)

Sinbac's Helthy-Fut. Sinbac's Shoe Mfg. Co., Chicago, Ill. (M) See Advt. Page 116.

Sinbac's Sturdy-Fut. Sinbac's Shoe Mfg. Co., Chicago, Ill. (M)

Sioux Solace Shoes. Geo. B. Adams Shoe Co., Sioux City, Iowa. (W)

Sir Knight. Huntington Shoe & Leather Co., Huntington, Ind. (M)

Sitka. Hood Rubber Co., Watertown, Mass. (M)

Sizzler. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Skamper. Teeple Shoe Co., Waupun, Wis. (M)

Skandover. Hood Rubber Co., Watertown, Mass. (M)

Skeezix—Outgrown Before Outworn. Lancaster Shoe Co., Elizabethtown, Pa. (M) See Advt. Page 89.

Ski-Boot. Teeple Shoe Co., Waupun, Wis. (M)

Skildcraft. Barney, Capen & Denham Co., Brockton, Mass. (M)

Skimoc. Smith & Herrick Co., Albany, N. Y. (W)

Skip-Along. (Hagersworth.) Hagerstown Shoe & Legging Co., Hagerstown, Md. (M)

Skipper. Cambridge Rubber Co., Cambridge, Mass. (M)

Skipper. Hood Rubber Co., Watertown, Mass. (M)

Skipper. Geo. D. Witt Shoe Co., Southern Dept. Craddock-Terry Co., Lynchburg, Va. (M)

Skippers. Eady Shoe Mfg. Co., Otsego, Mich. (M)

"Skoots" Canvas Shoes. Converse Rubber Shoe Co., Malden, Mass. (M)

Skuff Tuff. The L. D. Stickles Shoe Co., Red Wing, Minn. (M)

Skylark. Brown Shoe Co., St. Louis, Mo. (M)

Skylark (for soles and heels). Essex Rubber Co., Inc., Trenton, N. J. (M)

Sky-way. Cambridge Rubber Co., Cambridge, Mass. (M)

Slater Moc. C. B. Slater Co., South Braintree, Mass. (M)

Sledge. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Sleet-Shu. Cambridge Rubber Co., Cambridge, Mass. (M)

Slender Foot Arch Fitter. W. B. Coon Co., Rochester, N. Y. (M)

Slender-Lin Arch-Belt. Geo. D. Witt Shoe Co., Southern Dept. Craddock-Terry Co., Lynchburg, Va. (M)

Slicker. Converse Rubber Shoe Co., Malden, Mass. (M)

Slicker Boot. Hood Rubber Co., Watertown, Mass. (M)

Slimbak. Powell & Campbell, New York City (W)

Slip-Er-Mocs. Frank H. Pfeiffer Co., Inc., Worcester, Mass. (M)

Slipon. Converse Rubber Co., Malden, Mass. (M)

Slusher. Hood Rubber Co., Watertown, Mass. (M)

Smartbilt. J. W. Carter Co., Nashville, Tenn. (M)

Smartics. The Beacon Falls Rubber Shoe Co., New Haven, Conn. (M)

THE BRENNAN SHOE TRADE MARK

Men's Smart Shoes
THE SPINELESS OXFORD
RICHARDS & BRENNAN CO.
RANDOLPH, MASS.

Crawford Shoes
FOR MEN AND BOYS
The EATON Shoe
FOR MEN
CHAS. A. EATON CO., Brockton, Mass.

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Smarties. Huth & James Shoe Mfg. Co., Milwaukee, Wis. (M)

Smart-Maid. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Smart Set C. W. Marks Shoe Co., Chicago. Ill. (W)

Smart Set. Morse & Rogers, N. Y. C. (W)

Smart Steps. Huth & James Shoe Mfg. Co., Milwaukee, Wis. (M)

Smartstyle Steel Arch Built-In. Wobst Shoe Co., Milwaukee, Wis. (M)

Smelter. Endicott-Johnson Corp., Endicott. N. Y. (M)

Smile. Eby Shoe Co., Inc., Ephrata, Pa. (M)

Smith Smart Shoes For Men and Women. J. P. Smith Shoe Co., Chicago, Ill. (M)

Smokrepe. Hood Rubber Co., Watertown, Mass. (M)

Smooth-Step. Keehn Brothers, Chicago, Ill. (W)

Shapalace. Menzies Shoe Co., St. Louis, Mo. (M)

Snapee. Phillips-Baker Rubber Co., Providence, R. I. (M)

Snappy Arch. Bernstein Shoe Co., New York City. (W)

Snappy Kick. N. E. Shoe Mfg. Co., Inc., Lynn, Mass. (M)

Snappy Shoes for Dainty Women, The. Slipper City Shoe Co., Inc., Haverhill, Mass. (M)

Snappy Stepper. Powell & Campbell, New York City. (W)

Snappy Stout. Bernstein Shoe Co., New York City. (W)

Sneeks. Cambridge Rubber Co., Cambridge, Mass. (M)

Sneex. Cambridge Rubber Co., Cambridge, Mass. (M)

Sno-Boot. Cambridge Rubber Co., Cambridge, Mass. (M)

Snookums, Morse & Rogers, N. Y. C. (W)

Snoshu. Hood Rubber Co., Watertown, Mass. (M)

Snotite Boot. Hood Rubber Co., Watertown, Mass. (M)

Snowbird. Cambridge Rubber Co., Cambridge, Mass. (M)

Snow's Arch Support. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Snug. Hood Rubber Co., Watertown, Mass. (M)

Snug-Arch. Powell & Campbell, New York City. (W)

Snug-Fut. Novelty Slipper Co., Inc., New York City. (M)

Snugge Grip Heel. The Griffin-White Shoe Co., Brooklyn, N. Y. (M)

Snug-Hug. Lind Shoe & Slipper Co., Worcester, Mass. (M)

Snug-lers. Dolgeville Slipper Co., Inc., Dolgeville, N. Y. (M) See Advt. Page 81.

Snuglers Felt Footwear. United States Rubber Co., New York City. (M)

Society. Hood Rubber Co., Watertown, Mass. (M)

Society. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Society Girl. Ideal Shoe Mfg. Co., Milwaukee, Wis. (M)

Society King—Shoe for Men. Lynchburg Shoe Co., Inc., Lynchburg, Va. (W)

Socket-Fit. Stover & Bean Co., Lowell, Mass. (M)

Socket Fit Arch and Heel Shoe For Men, Women and Children. Stover & Bean Co., Lowell, Mass. (M)

So Easy. Endicott-Johnson Corp., Endicott, N. Y. (M)

Soft & Easy. Wolfe Shoe Mfg. Co., Allentown, Pa. (M)

Soft & Good. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Softstep. B & B Shoe Co., Chicago, Ill.

Sof-Tred. Chas. W. Strohbeck, Inc., Brooklyn, N. Y. (M)

Soft Walk. Knipe Bros., Inc., Ward Hill, Mass. (M)

Solemates, The Slipper with a Soul. Lucille Felt Slipper Co., Inc., New York City. (M)

Solidity. B. Rosenberg & Sons, Inc., New Orleans, La. (M)

So-Lites. United States Rubber Co., New York City. (M)

Solo. Brown Shoe Co., St. Louis, Mo. (M)

Sonny & Honey. Smith & Herrick Co., Albany, N. Y., (W)

Soo. Hood Rubber Co., Watertown, Mass. (M)

Sorority Girl. Stevens Strong Shoe Co., Milwaukee, Wis. (W)

Sorority Girl Arch Supports. Steven-Strong Shoe Co., Milwaukee, Wis. (W)

Sorosis. A. E. Little Co., Lynn, Mass. (M)

S. O. S. B. Rosenberg & Son, Inc., New Orleans, La. (M)

S. O. S. H. E. Smith & Son, Inc., Worcester, Mass. (W)

S. O. S. Ox. The Servus Rubber Co., Rock Island, Ill. (M)

Southland Belle. Craddock-Terry Co., Lynchburg, Va. (M)

Southland Girl. Craddock Terry Co., Lynchburg, Va. (M)

South West. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Sovereign. E. E. Taylor Corp., Boston, Mass. (M)

Sovereign Quality. Bell, Walt & Co., Inc., Philadelphia, Pa. (W)

Sovereign Quality. E. E. Taylor Corp., Boston, Mass. (M)

Spalding. A. G. Spalding & Bros., New York City. (M)

Spanish. Hood Rubber Co., Watertown, Mass. (M)

Sparkler. Peters Branch, International Shoe Co., St. Louis, Mo. (M)

Spartan. Endicott-Johnson Corp., Endicott, N. Y. (M)

Spat. Hood Rubber Co., Watertown, Mass. (M)

Spearhead. Hood Rubber Co., Watertown, Mass. (M)

Special Measurement. John Ebberts Shoe Co., Buffalo, N. Y. (M)

Special Measurement Footwear. W. B. Coon Co., Rochester, N. Y. (M)

Special Merit. Washington Shoe Mfg. Co., Seattle, Wash. (W)

Special Service. Craddock-Terry Co., Lynchburg, Va. (M)

Special Shoes. Shoe Stiles, Inc., St. Louis, Mo.

Speed. Endicott-Johnson Corp., Endicott, N. Y. (M)

Speed Boy. Brown Shoe Co., St. Louis, Mo. (M)

Speediness. Endicott-Johnson Corp., Endicott, N. Y. (M)

Speed Limit. Levy Shoe Co., Montgomery, Ala. (W)

Speedster. Cambridge Rubber Co., Cambridge, Mass. (M)

Speedwell Shoes. F. M. Hoyt Shoe Co., Manchester, N. H. (M)

Spencer Shoe. Spencer Shoe Stores, Inc., Malden, Mass. (R)

Sphinx. H. C. Godman Co., Columbus, Ohio. (M)

Spider. Hood Rubber Co., Watertown, Mass. (M)

Spineless. Richards & Brennan Co., Randolph, Mass. (M) See Advt. Page 111.

Splash. B. Rosenberg & Sons, Inc., New Orleans, La. (M)

Splasher. Hood Rubber Co., Watertown, Mass. (M)

Sport. Cambridge Rubber Co., Cambridge, Mass. (M)

Sport. Goodwill Shoe Co., Holliston, Mass. (M)

Sportaid Shoe. Old Colony Shoe Co., Brockton, Mass. (M)

Sporta Shoe—Women's and Growing Girls' Sport Line. C. S. Gibbon Co., Inc., Philadelphia, Pa. (M)

Sportees. A. N. Wolf Shoe Co., Denver, Pa. (M)

Sport Flex. Ramsey's Inc., New York City. (M)

Sportic. Cambridge Rubber Co., Cambridge, Mass. (M)

Sporting Boot. The Servus Rubber Co., Rock Island, Ill. (M)

Sport Joy. Endicott-Johnson Co., Endicott, N. Y. (M)

Sport King. Converse Rubber Shoe Co., Malden, Mass. (M)

Sportocasin. The Abbott Co., Yarmouth, Me. (M)

Sportocasin Junior. The Abbott Co., Yarmouth, Me. (M)

Sports' Shoes. Hood Rubber Co., Watertown, Mass. (M)

Sportshu. Hood Rubber Co., Watertown, Mass. (M)

Sportsman. Hood Rubber Co., Watertown, Mass. (M)

Sports Tan. Franklin Simon & Co., New York, N. Y. (R)

Sportster. A. Sandler, Boston, Mass. (W)

"Sportster" Official Girl Scout Shoe. A. Sandler, Boston, Mass. (W)

Sport Styles. The Walker T. Dickerson Co., Columbus, Ohio. (M) See Advt. Page 83.

Sportview for Town and Country. E. P. Reed & Co., Rochester, N. Y. (M)

Sport Walk. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

Spring. Goodwill Shoe Co., Holliston, Mass. (M)

Spring Arch (Men's Shoes). H. Brandt & Sons, Chicago, Ill. (W)

Spring Arch Shoes. Rohn Shoe Mfg. Co., Milwaukee, Wis. (M)

Spring Arch Shoes for Men. Brandeau Shoe Co., Detroit, Mich. (W)

Spring Arch Support. The Jeff Newbury Co., Huntington, W. Va. (W)

Springdale. Hood Rubber Co., Watertown, Mass. (M)

Spring-In-Arch. The L. V. Marks & Sons Co., Cincinnati, Ohio. (M)

Squadron. Cambridge Rubber Co., Cambridge, Mass. (M)

Square Deal. The Goodyear Rubber Co., Middletown, Conn. (M)

Square Deal. Levy Shoe Co., Montgomery, Ala. (W)

Square Tred. Cambridge Rubber Co., Cambridge, Mass. (M)

Squash-Shu. Cambridge Rubber Co., Cambridge, Mass. (M)

Squaw Rubbers. Hood Rubber Co., Watertown, Mass. (M)

S-Service. Victor Products Corp., Gettysburg, Pa.

St. Louis Maid. Paramount Shoe Co., St. Louis, Mo. (M) See Advt. Page 101.

Stability. Endicott-Johnson Corp., Endicott, N. Y. (M)

Staco. Stone-Tarlow Co., Inc., Brockton, Mass. (M)

Stacy-Adams Co. Brockton, Mass. (M) See Advt. Page 109.

Stadium. Cambridge Rubber Co., Cambridge, Mass. (M)

Sta-Flex. Cambridge Rubber Co., Cambridge, Mass. (M)

Stag. J. P. Smith Shoe Co., Chicago, Ill. (M)

Stag Brand Shoes. Red Wing Shoe Co., Red Wing, Minn. (M)

Stamford. Cambridge Rubber Co., Cambridge, Mass. (M)

Stampede. Endicott-Johnson Corp., Endicott, N. Y. (M)

Standard. Endicott-Johnson Corp., Endicott, N. Y. (M)

Standard Brand. Union Shoe Co., Inc., Brockton, Mass. (M)

Standard Quality Shoes. Nath'l. Fisher & Co., New York City. (W)

Standard (Spats, Leggings, Spattees, Slippers, etc.). S. Rauh & Co., New York City. (M)

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Stand-By. Standard Shoe Making Co., Boston, Mass. (M)

Standish. Hood Rubber Co., Watertown, Mass. (M)

Stanley Duttenhofer Arch Brace Combination. The Stanley Duttenhofer Shoe Co., Cincinnati, Ohio. (M)

Stanley Duttenhofer Shoe. Stanley Duttenhofer Shoe Co., Cincinnati, O. (M)

Stanley's Arch Support Shoe. S. T. Doyas Shoe Co., Minneapolis, Minn. (W)

Stanley's Shoe. S. T. Doyas Shoe Co., Minneapolis, Minn. (W)

Stanmore. Hood Rubber Co., Watertown, Mass. (M)

Standard. The B. F. Goodrich Co., Akron, Ohio. (M)

Standwatter. The B. F. Goodrich Co., Akron, Ohio. (M)

Stantest. Fiebrich-Fox-Hilker Shoe Co., Racine, Wis. (M)

Sta-Put. Ground Gripper Shoe Co., Inc., Boston, Mass. (M)

Star. Dunham Bros. Co., Brattleboro, Vt. (W)

Star Brand. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M) See Advt. Page 99.

Star Brand—Extra Quality Pressure Cure. La Crosse Rubber Mills Co., La Crosse, Wis. (M)

Star Five Star. Brown Shoe Co., St. Louis, Mo. (M)

Starlight. The B. F. Goodrich Co., Akron, Ohio. (M)

Starnes. The Starnes Co., San Francisco, Cal. (M)

Starter. Hood Rubber Co., Watertown, Mass. (M)

Star Value. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Sta-Smooth Innersole Shoes. Peck Shoe Co., Worcester, Mass. (M)

Statesman. Friedman-Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Staud Nature Shape Shoes. Staud Shoe Corp., Rochester, N. Y. (M)

Staunch. Endicott-Johnson Corp., Endicott, N. Y. (M)

Staunch As Oak. Keig Shoe Co., Inc., Napa, Cal. (M)

Steadfast. Endicott-Johnson Corp., Endicott, N. Y. (M)

Steady Steps. Virginia Shoe Co., Inc., Fredericksburg, Va. (M)

Stedvstep. Goldie Shoe Co., Los Angeles, Cal. (W)

Steel Age. Nath'l. Fisher & Co., New York City. (W)

Step-In-Comfort. Endicott-Johnson Corp., Endicott, N. Y. (M)

Step Out. The Servus Rubber Co., Rock Island, Ill. (M)

Stepper. Cambridge Rubber Co., Cambridge, Mass. (M)

Step Starters. Marathon Shoe Co., Wausau, Wis. (M)

Step-Well Welt Shoes for Children. O'Donnell Shoe Corp., St. Paul, Minn. (M)

Sterling. Central Shoe Co., St. Louis, Mo. (M)

Sterling. Chas. A. Eaton Co., Brockton, Mass. (M)

Sterling. Endicott-Johnson Corp., Endicott, N. Y. (M)

Sterling. Hood Rubber Co., Watertown, Mass. (M)

Sterling Maid. C. W. Marks Shoe Co., Chicago, Ill. (W)

Sterlingworth. Dunham Bros. Co., Brattleboro, Vt. (W)

Stetson "Healdarch" for Men and Women, The. The Stetson Shoe Co., Inc., S. Weymouth, Mass. (M)

Stetson Healdarch Pontoon for Fen, The. The Stetson Shoe Co., Inc., S. Weymouth, Mass. (M)

Stetson Shoe, The. Stetson Shoe Co., Inc., S. Weymouth, Mass. (M)

Stetson Snappy Styles for Men. The Stetson Shoe Co., Inc., S. Weymouth, Mass. (M)

Stetson Snappy Tie for Women. The Stetson Shoe Co., Inc., S. Weymouth, Mass. (M)

Stetson Tailored Footwear for Women. The Stetson Shoe Co., Inc., S. Weymouth, Mass. (M)

Steven Strong Shoes. Stevens Strong Shoe Co., Milwaukee, Wis. (W)

Stitchflex. Lane Bros. Co., Boston, Mass. (W)

Stitchsteps. Maize Shoe Co., Rochester, N. Y. (W)

Stone-Arch. Stone Tarlow Co., Inc., Brockton, Mass. (M)

Stone-Eze. Stone Tarlow Co., Inc., Brockton, Mass. (M)

Stonewall Jackson. Jackson Shoe Mfg. Co., New York City. (M)

Stop and Think. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Stork. Central Shoe Co., St. Louis, Mo. (M)

Storklets, The Baby Shoe Supreme. Schuman Shoe Co., Rochester, N. Y. (W)

Storm Blast. Hutchinson-Winch, Boston Branch, International Shoe Co., Boston, Mass. (W)

Storm King. Endicott-Johnson Corp., Endicott, N. Y. (M)

Storm King. Peters Branch, International Shoe Co., St. Louis, Mo. (M)

Storm King Boot. Servus Rubber Co., Rock Island, Ill. (M)

Stormlosh. Hood Rubber Co., Inc., Watertown, Mass. (M)

Stout Arch. Leopold Shoe Co., Salem, Mass. (M)

Straight-Line. The B. F. Goodrich Co., Akron, Ohio. (M)

Stratford. O'Donnell Shoe Corp., St. Paul, Minn. (M)

Stride Rite. La Londe & Clarke, Inc., Rochester, N. Y. (M)

Strideaway. Melville Shoe Corp., New York City. (R)

Strohbeck-Fit-Style-Quality. Chas. W. Strohbeck, Inc., Brooklyn, N. Y. (M)

Stroller. Hood Rubber Co., Watertown, Mass. (M)

Strong & Garfield Shoe. Geo. Strong Co., E. Weymouth, Mass. (M)

Strong Arch. Friedman-Shelby Branch, International Shoe Co., St. Louis, Mo. (M)

Strong Arch Shoes for Women. Brandau Shoe Co., Detroit, Mich. (W)

Strongboy. Goodwill Shoe Co., Holliston, Mass. (M)

Stronger-Than-the-Law. Roberts, Johnson & Rand Branch, International Shoe Co., St. Louis, Mo. (M)

Matrix Shoes

"YOUR FOOTPRINT IN LEATHER"

E. P. REED & CO.

ROCHESTER, N. Y.

Strong Feet. Engel Cone Shoe Co., East Boston, Mass. (M)

Strongheart. Simplex Shoe Mfg. Co., Milwaukee, Wis. (M)

Strongheart-Watchdog of Healthy Feet. Simplex Shoe Mfg. Co., Milwaukee, Wis. (M)

Stubby. Holland Shoe Co., Holland, Mich. (M)

Studebaker. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Stump of the World. Brown Shoe Co., Inc., St. Louis, Mo. (M)

Sturdi-Bilt Shoe. Jefferson Shoe Mfg. Co., Newton, N. J. (M)

Sturdiwelts. The Muskin Shoe Co., Baltimore, Md. (M)

Sturdy. Endicott-Johnson Corp., Endicott, N. Y. (M)

Sturdy. Morse & Rogers, N. Y. C. (W)

Sturdy. Goodwill Shoe Co., Holliston, Mass. (M)

Sturdy Boy. Endicott-Johnson Corp., Endicott, N. Y. (M)

Sturdy Fut. Sinsheimer Bros. & Co., Chicago, Ill. (M)

Sturdy Oak. Bernstein Shoe Co., New York City. (W)

Sturdy Stride. Glaser Shoe Co., San Francisco, Cal. (W)

Stutz Shoe, The. (For Men.) Sidney Glass, Los Angeles, Cal. (W)

Styleader. The Moore Shoe Co., St. Louis, Mo. (M)

Styl Eez. The Selby Shoe Co., Portsmouth, Ohio. (M)

Style-Arch. The Stern Auer Co., Cincinnati, Ohio. (M)

Style Arch. (Women's.) C. W. Marks Shoe Co., Chicago, Ill. (W)

Style Art. The Paris Dry Goods Co., Great Falls, Mont. (R)

Stylebilt Shoes. Field Bros. & Gross Co., Auburn, Me. (M)

Style Boot. Hood Rubber Co., Watertown, Mass. (M)

Style Kist. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Stylekist Arch Shoe. Geo. B. Leavitt Co., Farmington, N. H. (M)

Style Leaders For Half A Century. Emerson Shoe Mfg. Co., Rockland, Mass. (M)

Styleocasin. The Abbott Co., Yarmouth, Me. (M)

Stylepace. Craddock-Terry Co., Lynchburg, Va. (M)

Style Pace. Craddock-Terry Co., Lynchburg, Va. (M)

Style Plus Comfort. C. W. Marks Shoe Co., Chicago, Ill. (W)

Styler Arch Fitter Shoes. Styler Shoe Co., Inc., Lynn, Mass. (M)

Style Step. Groves Shoe Co., Chicago, Ill. (W)

Style Stride. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Stylish Arch. Nu Way Shoe Co., New York City. (W)

Stylish Steppers. J. K. Orr Shoe Co., Atlanta, Ga. (M)

Stylish Stout Outsizes. W. B. Coon Co., Rochester, N. Y. (M)

Style Rite. Sears, Roebuck & Co., Chicago, Ill.

Stylo Shoes. Shu-Stiles, Inc., St. Louis, Mo.

Suave. Given Bros. Shoe Co., El Paso, Tex. (W)

Success. Brown Shoe Co., St. Louis, Mo. (M)

Success. Friedman Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Suffolk. Hood Rubber Co., Watertown, Mass. (M)

Sul-Do-Pedic. The P. Sullivan Shoe Co., Cincinnati, Ohio. (M)

Sullivan's Pretty Shoes for Women. The P. Sullivan Shoe Co., Cincinnati, Ohio. (M)

Sullivan's Supreme. The P. Sullivan Shoe Co., Cincinnati, Ohio. (M)

Sumfun. Hood Rubber Co., Watertown, Mass. (M)

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Smith Bench Made Ballets. Wm. Sumner Smith Co., Chicago, Ill. (W)

Summertime. Nath'l Fisher & Co., New York City. (W)

Summertime Sandal. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Summit. The B. F. Goodrich Co., Akron, Ohio. (M)

Sun Bath. Shaft Pierce Shoe Co., Faribault, Minn. (M)

Sunbeam. Frank M. Larrabee, Portland, Me. (W)

Sunbeam. Maize Shoe Co., Rochester, N. Y. (W)

Sunbright Quality Shoes. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

Sunburst. Cambridge Rubber Co., Cambridge, Mass. (M)

Sunlight. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Sunday. Goodwill Shoe Co., Holliston, Mass. (M)

Sundial Shoes. Morse & Rogers, New York Branch International Shoe Co., New York City. (W) See Advt. Page 89.

Sunny Boy. W. Y. Miller, Schuylkill Haven, Pa. (M)

Sun-Ray Sandal. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Sunshine Sandal. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Sun-Shine Shoe, The. Bernstein Shoe Co., New York City. (W)

Sun-Tan Sandal. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Superb. Monroe Bros. & Co., Philadelphia, Pa. (W)

Superb Line. (Women's.) C. W. Marks Shoe Co., Chicago, Ill. (W)

Supercraft. Excelsior Shoe Co., Portsmouth, Ohio. (M)

Superflex Process. Thomas G. Plant Corp., Boston, Mass. (M)

Superior. Chicago Footwear Co., Chicago, Ill. (W)

Superior. The B. F. Goodrich Co., Akron, Ohio. (M)

Superior. Hood Rubber Co., Watertown, Mass. (M)

Superior. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Superior Arch. Bernstein Shoe Co., New York City. (W)

Superior-Service. Craddock-Terry Co., Lynchburg, Va. (M)

Super Savings. L. Bamberger & Co., Newark, N. J. (R)

Super-Styld. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Supertarsal Arch Support. Pontiac Shoe Mfg. Co., Pontiac, Ill. (M)

Supertred Shoes. McElroy-Sloan Shoe Co., Western Dept. Craddock-Terry Co., St. Louis, Mo. (M)

Super-Welt. (Men's.) C. W. Marks Shoe Co., Chicago, Ill. (W)

Supple Sole Shoe. E. E. Taylor Corp., Boston, Mass. (M)

Supreme. Central Shoe Co., St. Louis, Mo. (M)

Supreme. The P. Sullivan Shoe Co., Cincinnati, Ohio. (M)

Supreme Arch Health Shoes. Nu-Way Shoe Co., New York City. (W)

Supreme Fashion. Nu-Way Shoe Co., New York City. (W)

Supreme Taps for Tap Dancing. S. Capezio, New York City. (M)

Sure Arch Fit. Smaltz-Goodwin Co., Philadelphia, Pa. (M)

Sure Fit. Smaltz-Goodwin Co., Philadelphia, Pa. (M)

Sure Stance. Richards & Brennan Co., Randolph, Mass. (M)

Sure Wear. Endicott-Johnson Corp., Endicott, N. Y. (M)

Surf. Hood Rubber Co., Watertown, Mass. (M)

Surgeon. Heywood Boot & Shoe Co., Worcester, Mass. (M)

Surgeon's Bandage. John Ebberts Shoe Co., Buffalo, N. Y. (M)

Sur-Step Shoe. Geo. W. Hubler Shoe Co., Auburn, Me. (M)

Surwalk. Surwalk Baby Shoe Co., Inc., Chicago, Ill. (M)

Suspension Arch. Alfred J. Sweet Co. (Division of United States Shoe Co.), Auburn, Me. (M)

Suzanne. Cambridge Rubber Co., Cambridge, Mass. (M)

Swagger. Hood Rubber Co., Watertown, Mass. (M)

Swamper. Hood Rubber Co., Watertown, Mass. (M)

Swanki-Shu. Phillips-Baker Rubber Co., Providence, R. I. (M)

Swanks. Endicott-Johnson Corp., Endicott, N. Y. (M)

Swan. Shoes and Slippers. Swan Shoe Co., Inc., Baltimore, Md. (M)

Swat King. Teeple Shoe Co., Waupun, Wis. (M)

Sweden. Hood Rubber Co., Watertown, Mass. (M)

Sweepstate. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Sweetheart. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Sweetheart. B. Rosenberg & Sons, Inc., New Orleans, La. (M)

Sweet Sixteen. The Marks & Stix Shoe Co., Lawrenceburg, Ind. (W)

Sweet-Sixteen. Roberts, Johnson & Brand, Branch International Shoe Co., St. Louis, Mo. (M)

"Sweet Style" Brand—Ladies' Novelties. Chas. Longini & Sons, Cincinnati, Ohio. (W)

Swiftshu. Hood Rubber Co., Watertown, Mass. (M)

Swish Pump. The Munroe Shoe Co., Inc. Auburn, Me. (M)

Swish Strap. The Munroe Shoe Co., Inc., Auburn, Me. (M)

Sylph. Hood Rubber Co., Watertown, Mass. (M)

Sylvan. Sylvania Shoe Co., Philadelphia, Pa. (W)

T

Tabasco. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Tailored. The Miller Rubber Co., Akron, Ohio. (M)

Tailor Made Spats. Gold Seal Slipper Co., New York City. (M)

Talky Styles. Groves Shoe Co., Chicago, Ill. (W)

Tally-Ho. Hood Rubber Co., Watertown, Mass. (M)

Tanextra. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Tan Made. Franklin Simon & Co., Inc., New York, N. Y. (R)

Tanner Arch. Tanners Shoe Co., Boston, Mass. (M)

Tarsalift. Carlisle Shoe Co., Carlisle, Pa. (M)

Taxi. Hood Rubber Co., Watertown, Mass. (M)

Taylor Made. E. E. Taylor Corp., Boston, Mass, (M)

T C D. Wm. G. Dodge Shoe Co., Newburyport, Mass. (M)

Teako. Hood Rubber Co., Watertown, Mass. (M)

Teamster. Goodwill Shoe Co., Holliston, Mass. (M)

Tedco. A. W. Tedcastle Co., Boston, Mass. (W)

Teddy Bear. Rubin Shoe Co., New York City. (W)

Teen Age. Brown Shoe Co., St. Louis, Mo. (M)

Teeple. Teeple Shoe Co., Waupun, Wis. (M)

Teeter Totter. Sears, Roebuck & Co., Chicago, Ill. (R)

Teitzel Made Boots, Belts, Putts and Boot and Shoe Trees. Teitzel, Jones & Dehner Boot Co., Inc., Wichita, Kan. (M)

Tempest. The B. F. Goodrich Co., Akron, Ohio. (M)

Templar. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Tempo. Brown Shoe Co., St. Louis, Mo. (M)

Tempo—Timely Creations Fashioned To The Foot. Capitol Shoemakers, Inc., St. Louis, Mo.

Tenderfoot. Endicott Johnson Corp., Endicott, N. Y. (M)

Tenex Hi Cut. The Servus Rubber Co., Rock Island, Ill. (M)

Tenex Lo Cut. The Servus Rubber Co., Rock Island, Ill. (M)

Ten T/S Strike. Hurley Shoe Co., Rockland, Mass. (M)

Terrier. Hood Rubber Co., Inc., Watertown, Mass. (M)

Terrier. The Servus Rubber Co., Rock Island, Ill. (M)

Terrishu (for bathing shoes). I. B. Kleinert Rubber Co., New York, N. Y. (M)

Teton. The B. F. Goodrich Co., Akron, Ohio. (M)

Texas. The B. F. Goodrich Co., Akron, Ohio. (M)

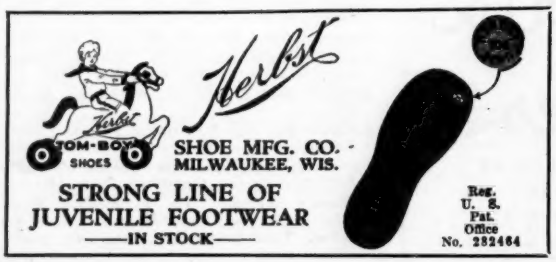
Texas Steer. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

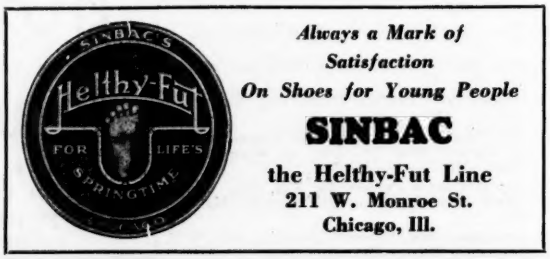
Thames. Hood Rubber Co., Watertown, Mass. (M)

Thayer. N. B. Thayer & Co., Inc., Rochester, N. H. (M)

There Are No Finer Shoes. A. E. Nettleton Co., Syracuse, N. Y. (M)

There's An "Atheo" Shoe for Every Sport. The Athletic Shoe Co., Chicago, Ill. (M)





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Chicago, Ill.

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Thomas (Quality Service). M. Thomas & Sons, Garfield, N. J. (M)

"Thom McAn." Melville Shoe Corp., New York City. (R)

Thom McAnn Grace Foote. Melville Shoe Co., New York, N. Y.

"Thom McAn"—for Hats. Melville Shoe Corp., New York City. (R)

"Thom McAn"—for Hosiery. Melville Shoe Corp., New York City. (R)

"Thom McAn Gold Line." Melville Shoe Corp., New York City. (R)

Thom McAn Medallion. Melville Shoe Corp., New York City. (R)

Thom McAn Medallion for Hats. Melville Shoe Corp., New York City. (R)

Thom McAn—Store Front. Melville Shoe Corp., New York City. (R)

Thompson. O'Donnell Shoe Corp., St. Paul, Minn. (M)

Thompson Hand Craft. Thompson Bros. Shoe Co., Brockton, Mass. (M)

Thorny Grip. Melville Shoe Corp., New York City. (R)

Thorobred. Hood Rubber Co., Watertown, Mass. (M)

Thorobreds. D. Armstrong & Co., Inc., Rochester, N. Y. (M)

Thorofit. General Footwear Corp., New York City. (M)

Thoroflex. Albert H. Weinbrenner Co., Milwaukee, Wis.

Thorogood. Albert H. Weinbrenner Co., Milwaukee, Wis. (M)

Thorogoods for Children. Albert H. Weinbrenner Co., Milwaukee, Wis. (M)

Thorogrip. Firestone Footwear Co., Boston, Mass. (M)

Three Bucks. Claude H. Daniels, Boston, Mass.

Three Musketeers, The. Cambridge Rubber Co., Cambridge, Mass. (M)

Thrift. Endicott Johnson Corp., Endicott, N. Y. (M)

Thrift. Goodwill Shoe Co., Holliston, Mass. (M)

Thrifty-three. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Thriller. Endicott Johnson Corp., Endicott, N. Y. (M)

Thru Traffic. Endicott Johnson Corp., Endicott, N. Y. (M)

Thunder. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Tiger. Hood Rubber Co., Watertown, Mass. (M)

Tildan. Hood Rubber Co., Watertown, Mass. (M)

Tiller. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Tiny Mites. H. Childs & Co., Inc., Pittsburgh, Pa. (M)

Tiny Toddler. Washington Shoe Mfg. Co., Seattle, Wash. (W)

Tiny Tots. Tiny Tot Shoe Corp., Rochester, N. Y. (M)

Tippecanoe (Indian Moccasin). W. H. Hodges, Camden, N. Y. (M)

"Tip-Toe." The United States Shoe Co., Cincinnati, Ohio. (M)

Tip Toe. Children's Shoes. Steven Strong Shoe Co., Milwaukee, Wis. (W)

Tip Toe Gaiter. Servus Rubber Co., Rock Island, Ill. (M)

Tip Top. Hood Rubber Co., Watertown, Mass. (M)

Tiretred. Firstone Footwear Co., Boston, Mass. (M)

Titan. Converse Rubber Shoe Co., Malden, Mass. (M)

Titan. Firstone Footwear Co., Boston, Mass. (M)

Tobasco. The B. F. Goodrich Co., Akron, Ohio. (M)

Toddlekins. Morris Shoe Co., New York City. (W)

Toddlers. Friedman-Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Toddle Toes. Powell & Campbell, New York City. (W)

Toe Easer. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Toe Stud. Herbst Shoe Mfg. Co., Milwaukee, Wis. (M)

Toga Four Buckle Jersey Gaiter. The Servus Rubber Co., Rock Island, Ill. (M)

Toledo. Cambridge Rubber Co., Cambridge, Mass. (M)

Toledo. The B. F. Goodrich Co., Akron, Ohio. (M)

Tomablu Hi-Cut. The Servus Rubber Co., Rock Island, Ill. (M)

Tomablu Lo-Cut. The Servus Rubber Co., Rock Island, Ill. (M)

Toma-crepe. The Servus Rubber Co., Rock Island, Ill. (M)

Tomahawk. The Servus Rubber Co., Rock Island, Ill. (M)

Tomahawk Ox. The Servus Rubber Co., Rock Island, Ill. (M)

Tomahawk Short Boot. Servus Rubber Co., Rock Island, Ill. (M)

Tomahawk Work Shoe. Servus Rubber Co., Rock Island, Ill. (M)

Tom Boy. Herbst Shoe Mfg. Co., Milwaukee, Wis. (M) See Advt. Page 114.

Tom Roberts Makes Them. Roberts Shoe Co., Georgetown, Mass. (M)

Tom Terry. Craddock-Terry Co., Lynchburg, Va. (M)

Tondo. Hood Rubber Co., Watertown, Mass. (M)

Tootsies. Tootsies, Inc., Rochester, N. Y. (M)

Tootsie Hikers. Tootsies, Inc., Rochester, N. Y. (M)

"Top Notch" Rubber Boots and Canvas Rubber Footwear. The Beacon Falls Rubber Shoe Co., Beacon Falls, Conn. (M)

Top Notch. Levy Shoe Co., Montgomery, Ala. (W)

Top-Valu. The Servus Rubber Co., Rock Island, Ill. (M)

Andre

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I. MILLER & SONS
Long Island City, N. Y.

Tornado. Cambridge Rubber Co., Cambridge, Mass. (M)

Toronto. The B. F. Goodrich Co., Akron, Ohio. (M)

Torson Arch Shoe. Pedometer Tested. The. Herold-Bertsch Shoe Co., Grand Rapids, Mich. (M)

Torson Arch Shoes for Boys.

Torson Shoe. Herold-Bertsch Shoe Co., Grand Rapids, Mich. (M)

Torson Shoes, Pedometer Tested. Herold-Bertsch Shoe Co., Grand Rapid, Mich. (M)

Tot. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Totem—Shoes for Good Little Indians. O'Donnell Shoe Corp., St. Paul, Minn. (M)

Touch Down Welt. H. W. Merriam Shoe Co., Newton, N. J. (M)

Tourist. Chicago Footwear Co., Chicago, Ill. (W)

Tourist. Monroe Bros. & Co., Philadelphia, Pa. (W)

Tournament. Cambridge Rubber Co., Cambridge, Mass. (M)

Tournament. John Wanamaker, New York, N. Y. (R)

Town Club. Craddock-Terry Co., Lynchburg, Va. (M)

Town Ease. Herbert W. Hanan, Brooklyn, N. Y.

Town Field. Cushman Co., Chicago, Ill. (W)

Town Group. A. H. Geuting Co., Philadelphia, Pa. (R)

Town Talk. The Field Bros. Shoe Co., Inc., Bridgewater, Mass. (M)

Toy Block Design (Soft padded sole bootee). Federal Slipper Co., Inc., New York City. (M)

Toz-ez. Norwalk Slipper Co., South Norwalk, Conn.

Trackshu. Hood Rubber Co., Watertown, Mass. (M)

Traction. Hood Rubber Co., Watertown, Mass. (M)

Tractor. Cambridge Rubber Co., Cambridge, Mass. (M)

Tractor. Endicott Johnson Corp., Endicott, N. Y. (M)

Trade Builder Shoe. Pennington Trade Builder Shoe Co., Chicago, Ill. (W)

Trade Builders. Merchants Supply Co., Dubuque, Ia. (W.)

Trade Builders. Bell, Walt & Co., Inc., Philadelphia, Pa. (W)

Trade Builders. M. T. Shaw, Inc., Coldwater, Mich. (M) See Advt. Page 89.

Trade Builder Shoes for Men. Brandeau Shoe Co., Detroit, Mich. (W)

Trader. Cambridge Rubber Co., Cambridge, Mass. (M)

Trader. Goodwill Shoe Co., Holliston, Mass. (M)

Tradesman. Roberts, Johnson & Rand. Branch International Shoe Co., St. Louis, Mo. (M)

Trade Winner. Gust. Lauenstein, Milwaukee, Wis. (M)

Trade Winners. Merchants Supply Co., Dubuque, Iowa. (W)

Traffic. Cambridge Rubber Co., Cambridge, Mass. (M)

Traffic Police. Endicott Johnson Corp., Endicott, N. Y. (M)

Trailfinder. Dunham Bros. Co., Brattleboro, Vt. (W)

Trail King. Hood Rubber Co., Watertown, Mass. (M)

Trailler. Shaft-Pierce Shoe Co., Faribault, Minn. (M)

Trail Mocs. Trail Moc Shoe Co., Inc., Saco, Me. (M)

Trailshu. Hood Rubber Co., Watertown, Mass. (M)

Trained Nurse. John Roberts Shoe Co., Inc., Buffalo, N. Y. (M)

Tramper. Hood Rubber Co., Watertown, Mass. (M)

Tramper. C. A. Stanton's Sons, Madison, Ind. (W)

Trapper. Hood Rubber Co., Watertown, Mass. (M)

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Travelese—Registered Welt Walking Shoes. Laird, Schober & Co., Philadelphia, Pa. (M)

Travelight. H. Wilensky & Sons Co., Atlanta, Ga. (M)

Travelong (Hager's). Hagerstown Shoe & Legging Co., Hagerstown, Md. (M)

Treadeasy. P. W. Minor & Son, Inc., Batavia, N. Y. (M)

Treadeasy Fairway Arch Support. P. W. Minor & Son, Inc., Batavia, N. Y. (M)

Treadeasy Junior. P. W. Minor & Son, Inc., Batavia, N. Y. (M)

Tread Light. Morse & Rogers, Branch International Shoe Co., New York, N. Y. (W)

Tread Straight. United Shoe Mfg. Co., St. Louis, Mo. (M)

Tread Straight. Brown Shoe Co., St. Louis, Mo. (M)

Treasure. Endicott Johnson Corp., Endicott, N. Y. (M)

Tredflex. Cambridge Rubber Co., Cambridge, Mass. (M)

Tred-lite. Cambridge Rubber Co., Cambridge, Mass. (M)

Tredware. Hood Rubber Co., Watertown, Mass. (M)

Treks. Cambridge Rubber Co., Cambridge, Mass. (M)

Treks. Charles F. Hubbs & Co., New York, N. Y.

Tremont. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Tremont. Hood Rubber Co., Watertown, Mass. (M)

Trenton. The B. F. Goodrich Co., Akron, Ohio. (M)

Tretco. Tretco Shoe Mfg. Co., Baltimore, Md. (M)

Trex. Cambridge Rubber Co., Cambridge, Mass. (M)

Triangle Arch Support. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Triangle Brand. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Trianon. Stern's, New York, N. Y. (R)

Tribune. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Tri City. The Servus Rubber Co., Rock Island, Ill. (M)

Tri-Fit Arch Support. Bob Smart Shoe Co., Milwaukee, Wis. (M)

Trim Betty. The Servus Rubber Co., Rock Island, Ill. (M)

Trimshu. Hood Rubber Co., Watertown, Mass. (M)

Trim-Tred Shoes. Avenue Shoe Co., St. Louis, Mo.

Trinity. Hood Rubber Co., Watertown, Mass. (M)

Triple-Fit. Field Bros. & Gross Co., Auburn, Me. (M)

Triple Tread. Converse Rubber Shoe Co., Malden, Mass. (M)

Triple Union. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Triplex. Cambridge Rubber Co., Cambridge, Mass. (M)

Tri Point Tread. Friedman-Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Tripoleze. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

Tri-to-walk. Vaughn Bros., Salem, Mass. (M)

Trojan. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Trojan. Men's Shoes. Stewart-Dawes Shoe Co., Inc., Los Angeles, Cal. (M)

Trojan Arch-Men's Shoes. Stewart-Dawes Shoe Co., Inc., Los Angeles, Cal. (M)

Trooper. Cambridge Rubber Co., Cambridge, Mass. (M)

Trooper. Endicott Johnson Corp., Endicott, N. Y. (M)

Trooper. Firestone Footwear Co., Boston, Mass. (M)

Trophy Tread. Essex Rubber Co., Inc., Trenton, N. J. (M)

Trot Moc, Back to Nature. Smith-Crawford Shoe Corp., Hudson, Mass. (M)

Trotter. Cambridge Rubber Co., Cambridge, Mass. (M)

Trouting. Hood Rubber Co., Watertown, Mass. (M)

Tru Arch. C. F. Thatcher, Inc., Brooklyn, N. Y. (M)

Truckman. Endicott Johnson Corp., Endicott, N. Y. (M)

Truckman. Goodwill Shoe Co., Holliston, Mass. (M)

Truckshu. Hood Rubber Co., Watertown, Mass. (M)

Tru-Fit Arch Support. Harsh & Chapline Shoe Co., Milwaukee, Wis. (M)

Trueflex. Truitt Bros., Inc., Binghamton, N. Y. (M)

True Form (Shoes for Children). Fuhrman Bros., New York City. (R)

Tru-Grip. Clement & Bell Shoe Mfg. Co., Baltimore, Md. (M)

Trulifine. McCain-Wright, Inc., St. Louis, Mo. (M)

Trumpet. A. G. Walton & Co., Chelsea, Mass. (M)

Tru-pe-dic. Churchill & Alden Co., Brockton, Mass. (M)

Tru-Poise. Selby Shoe Co., Portsmouth, Ohio. (M) See Advt. Page 107.

Tru-Rest Felt Slippers. Morse & Rogers, New York Branch International Shoe Co., New York City. (W)

Truval. Smith & Herrick Co., Albany, N. Y. (W)

Truwauk Shoes for Men. Field & Flint Co., Brockton, Mass. (M)

True Worth. Smith & Herrick Co., Albany, N. Y. (W)

Truss-arch. Krippendorf-Dittmann Co., Cincinnati, Ohio. (M)

Trymore Comfort. Durand Shoe Co., Richmond, Me. (M)

T-S Shoe, The. Tober-Saifer Shoe Co., Inc., St. Louis, Mo. (W)

"Tufenuf." Melville Shoe Corp., New York City. (R)

Tuf-E-Nuff. Powell & Campbell, New York City. (W)

Tuffer. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Tuff Kicks. Sobel Shoe Co., Inc., Boston, Mass.

Tuffshu. Hood Rubber Co., Watertown, Mass. (M)

Tuff Soo. Hood Rubber Co., Watertown, Mass. (M)

Tufnut. Endicott Johnson Corp., Endicott, N. Y. (M)

Tuftan. Holland Shoe Co., Holland, Mich. (M)

Tuf-Tread. John Pilling Shoe Co., Lowell, Mass. (M)

Tuf Wear. Weyenberg Shoe Mfg. Co., Milwaukee, Wis. (M)

Tu-Nu-Sol Shoes. Daly Brothers Shoe Co., Inc., Keene, N. H. (M)

Turnarch. H. G. Lumbard Shoe Co., Auburn, Me. (M) See Advt. Page 89.

Turnstyle. McElroy-Sloan Shoe Co., Western Dept. Craddock-Terry Co., St. Louis, Mo. (M)

Turn-Over. J. W. Carter Co., Nashville, Tenn. (M)

Tuxedo. Endicott Johnson Corp., Endicott, N. Y. (M)

Tuxedo. Hood Rubber Co., Watertown, Mass. (M)

A FAST FOUR DOLLAR SELLER

For Men in Stock

THE FAITH FUL FOUR

A Real Proposition

Winchell Shoe Mfg. Co. :-: Natick, Mass.

The Peck Shoe

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PECK SHOE CO.
WORCESTER, MASS.

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239 West 39th St., NEW YORK, N. Y.

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Tweedettes. Tweedie Footwear Corp., Jefferson City, Mo. (M) See Advt. Page 91.

Tweedie's Alluring Footwear for Women. Tweedie Footwear Corp., Jefferson City, Mo. (M) See Advt. Page 91.

Tweedie Shoes. Tweedie Footwear Corp., Jefferson City, Mo. (M) See Advt. Page 91.

Twilight Comfort (Wemen's). C. W. Marks Shoe Co., Chicago, Ill. (W)

Twenty-one Hundred. Hamilton Brown Shoe Co. St. Louis, Mo. (M)

Twilight Comforts'. Greene, Anthony & Co., Providence, R. I. (W)

Twinfit. The United States Shoe Co., Cincinnati, Ohio. (M)

Twin-Grip Golf Shoes for Men. French, Shriner & Urner, Boston, Mass. (M)

Twinkies. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Twinkies Natural Aid Health Shoes. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Twinkie Twippers. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Twinkles. Cambridge Rubber Co., Cambridge, Mass. (M)

Twinkle Toes (Children's). H. Brandt & Sons, Chicago, Ill. (W)

Twinkle Toes. Powell & Campbell, New York City. (W)

Twinkle Toes. Virginia Shoe Co., Inc., Fredericksburg, Va. (M)

Two Way Seam. G. H. Bass Co., Wilton, Me. (M)

Tyer. Tyer Rubber Co., Andover, Mass. (M)

U

U. K. Tan. Woodbury Shoe Mfg. Co., Rockingham, N. H. (M)

Ultimate Shoe, The Franklin. Franklin Shoe Co., Boston, Mass. (W)

Ultra-Arch. Johansen Bros. Shoe Co., St. Louis, Mo. (M)

Umpire. Hood Rubber Co., Watertown, Mass. (M)

Uncle Remus. McElroy-Sloan Shoe Co., Western Dept. Craddock-Terry Co., St. Louis, Mo. (M)

Uneedan Elk. F. H. Welch Co., White Cloud, Mich. (M)

Unicorn. Cambridge Rubber Co., Cambridge, Mass. (M)

Unique Line (Stitchdowns, Stitchsteps, and Turns). Artisan Shoe Corp., Rochester, N. Y.

Union. Union Shoe Co., Brockton, Mass. (M)

"United Workingmen." Williams Marvin Co., San Francisco, Cal. (M)

Unitized by Johansen. Johansen Bros. Shoe Co., St. Louis, Mo. (M)

Universal. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Universal. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

University. Cambridge Rubber Co., Cambridge, Mass. (M)

Uptown. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

U Rah. Huth & James Shoe Mfg. Co., Milwaukee, Wis. (M)

U.S.A. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Usaco. Brown Shoe Co., St. Louis, Mo. (M)

U. S. Brand Rubber Footwear. United States Rubber Co., New York City. (M)

U. S. Blue Ribbon Heavy Footwear. United States Rubber Co., New York City (M)

U. S. Scout. Endicott Johnson Corp., Endicott, N. Y. (M)

Usona. Brown Shoe Co., St. Louis, Mo. (M)

Utility. Hood Rubber Co., Watertown, Mass. (M)

Utley Style Shoes. Harsh & Chapline Shoe Co., Milwaukee, Wis. (M)

Utley 3 Way. Harsh & Chapline Shoe Co., Milwaukee, Wis. (M)

U Wear. The Goodyear Rubber Co., Middletown, Conn. (M)

V

V. Valley Shoe Co., St. Louis, Mo. (M)

Vac. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Vacation. Hood Rubber Co., Watertown, Mass. (M)

Valcraft. Valley Shoe Corporation, St. Louis, Mo. (M)

Valley. Valley Shoe Corp., St. Louis, Mo. (M)

Value. Friedman-Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Value Built. J. K. Orr Shoe Co., Atlanta, Ga. (M)

Vamp, The. Cambridge Rubber Co., Cambridge, Mass. (M)

Vanadium. Morse & Rogers, Branch International Shoe Co., N. Y. C. (W)

Vanco Cherry Felts. The Van Voorhies-Phinney Co., Sacramento, Cal. (W)

Vanco Drednaut. The Van Voorhies-Phinney Co., Sacramento, Cal. (W)

Vanco Loggers. The Van Voorhies-Phinney Co., Sacramento, Cal. (W)

Vanco Shoes. The Van Voorhies-Phinney Co., Sacramento, Cal. (W)

Vandalia (Feminine Footwear). Johnson, Stephens & Shinkle Shoe Co., St. Louis, Mo. (M) See Advt. Page 91.

Vanguard. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Vanitee. Phillips-Baker Rubber Co., Providence, R. I. (M)

Vanity. S. J. Brouwer Shoe Co., Milwaukee, Wis. (R)

Vanity. A. G. Walton & Co., Chelsea, Mass. (M)

Vanity Arch. Plaut-Butler Co., Cincinnati, Ohio. (M)

Vanity Fair. General Footwear Corp., New York City. (M)

Vanity Vogue. Wm. Eastwood & Son Co., Rochester, N. Y. (R)

Vanity-Vogue. Mocca Shoe Co., Rochester, N. Y. (M)

Vantage. Hood Rubber Co., Watertown, Mass. (M)

Varsity. The B. F. Goodrich Co., Akron, Ohio. (M)

Varsity. Endicott Johnson Corp., Endicott, N. Y. (M)

Varsity. Hood Rubber Co., Watertown, Mass. (M)

Varsity. Hanover Rubber Co. West Hanover, Mass. (M)

Varsity Girl. E. P. Reed & Co., Rochester, N. Y. (M)

Varsity Tap. Kuth & James Shoe Mfg. Co., Milwaukee, Wis. (M)

Vas-Co Tri-Tan Soles. Virginia Shoe Co., Inc., Fredericksburg, Va. (M)

Vega. Cambridge Rubber Co., Cambridge, Mass. (M)

Velv-A-Flex. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Venti-Flex. E. E. Taylor Corp., Boston, Mass. (M)

Ventilator. Endicott Johnson Corp., Endicott, N. Y. (M)

Ventilator. Peters Branch of International Shoe Co., St. Louis, Mo. (M)

Verdmont. Dunham Bros. Co., Brattleboro, Vt. (W)

Veriped. Cushman-Hollis Co., Auburn, Me. (M)

Versailles. Tweedie Footwear Corp., Versailles, Mo. (M) See Advt. Page 91.

Versatile. Hood Rubber Co., Watertown, Mass. (M)

Victor. Smith & Herrick Co., Albany, N. Y. (W)

Victorial Kid Cushion Sole. Durand Shoe Co., Richmond, Me. (M)

Victory. The B. F. Goodrich Co., Akron, Ohio. (M)

Victory Arch. Endicott Johnson Corp., Endicott, N. Y. (M)

Victory Six. Endicott Johnson Corp., Endicott, N. Y. (M)

Vida Pump. Servus Rubber Co., Rock Island, Ill. (M)

Vidi. O'Anglo Bauer Corp., New York, N. Y.

Vigor. Friedman-Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Viking. Hood Rubber Co., Watertown, Mass. (M)

Viking. I. B. Kleinert Rubber Co., New York, N. Y. (M)

Virginia. Morse & Rogers. N. Y. C. (W)

Virginia Dare. Morse & Rogers, N. Y. C. (W)

Vital-Arch. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Vitality. International Shoe Co., St. Louis, Mo. (M) See Advt. Page 97.

Vitality Health Shoe. Vitality Shoe Co. Branch of International Shoe Co., St. Louis, Mo. (M) See Advt. Page 97.

Vitamode. Leopold Shoe Co., Salem, Mass. (M)

Vita Mode. Adapto Shoe Co., Inc., New York, N. Y.

Vogue. Hood Rubber Co., Watertown, Mass. (M)

Volga. Cambridge Rubber Co., Cambridge, Mass. (M)

Volga. The Miller Rubber Co., Inc., Akron, Ohio. (M)

Volunteer. Central Shoe Co., St. Louis, Mo. (M)

Volunteer. Friedman-Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Voyager. Lane Brothers Co., Boston, Mass. (W)

Vulcan. Goodwill Shoe Co., Holliston, Mass. (M)

Vulco. Cambridge Rubber Co., Cambridge, Mass. (M)

Vulco Crepe. Cambridge Rubber Co., Cambridge, Mass. (M)

W

W. G. S. William Greilich & Sons, Brooklyn, N. Y. (M)

Wabash. Brown Shoe Co., St. Louis, Mo. (M)

W. & C. Fashion Welt. Ault-Shackford Shoe Co., Auburn, Me. (M)

Wagner. Wagner Bros. Shoe Co., Pittsburgh, Pa. (W)

Waiss Solid Comfort Shoe. Milton Waiss, San Francisco, Cal. (W)

Waldorf. Chicago Footwear Co., Chicago, Ill. (W)

FOOT REST TRADE MARK REG. THAT COMFORTABLE FEELING by Krippendorf
ARCH O PEDIC by Krippendorf
Flex Mode by Krippendorf
KRIPPENDORF-DITTMAN CO., Cincinnati, Ohio

DIRECTORY of TRADE NAMES and BRANDS of SHOES

Wales Goodyear. United States Rubber Co., New York City. (M)

Walkabout. Field Bros. & Gross Co., Auburn, Me. (M)

Walkabout Shoe. Modern Shoe Co., St. Louis, Mo. (W)

Walk-Croft. Bancroft-Walker Co., Boston, Mass. (M)

Walk Easy. Stephen Putney Shoe Co., Richmond, Va. (W)

Walken Arch Welts. The Irving Drew Co., Portsmouth, Ohio. (M)

Walken Togs Welts. The Irving Drew Co., Portsmouth, Ohio. (M)

Walk-In. Scranton Shoe & Rubber Co., Scranton, Pa. (W)

Walk-In. Walkin Shoe Co., Schuylkill Haven, Pa. (M)

Walkinease. Sam Armishaw, Portland, Ore.

Walkington. Goldoft Shoe Co., El Paso, Tex. (W)

Walkmore—For Women. Nath'l Fisher & Co., New York, N. Y. (W)

Walk on Air in Air-O-Pedics. Paul C. Wolfer Co., Everett, Mass. (M)

Walk-Over and Walkover Main Spring Arch. Geo. E. Keith Co., Brockton, Mass. (M) See Advt. Pages 87 and 109.

Walk Right Shoe. Sam Levy & Co., Nashville, Tenn. (W)

Walkrite. Walkrite Shoe Co., Chicago, Ill. (M) See Advt. Page 89.

Walkrite Shock Absorber Shoe, The. Walkrite Shoe Co., Chicago, Ill. (M) See Advt. Page 89.

Walk Smartly in Comfort. Hurley Shoe Co., Rockland, Mass. (M)

Walkure Shoe, The. Clinton Shoe Mfg. Co., Clinton, Iowa. (M)

Wall-Mark. Wall, Streeter Shoe Co., North Adams, Mass. (M)

Wall Shoe. Wall, Streeter Shoe Co., North Adams, Mass. (M)

Wall Shoe For Men, The. Wall, Streeter Shoe Co., North Adams, Mass. (M)

Wall Street. Stephen Putney Shoe Co., Richmond, Va. (W)

Walrus. Hood Rubber Co., Watertown, Mass. (M)

Walton. A. G. Walton & Co., Chelsea, Mass. (M)

Walton. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Wampas Welts. Elias-Katz Shoe Factories, Inc., Los Angeles, Cal. (M)

Wannalancit Moccasins. Wannalancit Moccasin, Lowell, Mass. (M)

Wan-Tum. Whitmore-Tirrell Shoe Corp., Rockland, Mass. (M)

Warmth & Comfort. Durand Shoe Co., Richmond, Me. (M)

Warren. Cambridge Rubber Co., Cambridge, Mass. (M)

JULIUS GROSSMAN
SMART SHOES FOR COMFORT
Pedemode
Feminine Footwear
Two of America's outstanding lines of quality footwear Manufactured by
JULIUS GROSSMAN, INC.
372 De Kalb Ave., Brooklyn, N. Y.

Warrior. Eady Shoe Mfg. Co., Otsego, Mich. (M)

Warrior. Morse & Rogers, Branch International Shoe Co., N. Y. C. (W)

Warsaw. Hood Rubber Co., Watertown, Mass. (M)

Washington. Chicago Footwear Co., Chicago, Ill. (W)

Washington. Friedman-Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Watchman. Goodwill Shoe Co., Holliston, Mass. (M)

Water Lily Brand. E. A. Guinzburg, New York City. (M)

Waterproof. Hood Rubber Co., Watertown, Mass. (M)

Watershed. Converse Rubber Shoe Co., Malden, Mass. (M)

Watsontown. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Waukeze. Endicott Johnson Corp., Endicott, N. Y. (M)

Waukezy. Dunham Bros. Co., Brattleboro, Vt. (W)

Wauna Shoes. W. E. Carter, Vancouver, Wash. (W)

Waupaca. The B. F. Goodrich Co., Akron, Ohio. (M)

Waverly. Hood Rubber Co., Watertown, Mass. (M)

Wayfarer Shoe, The. King Bros. Shoe Co., Bristol, Tenn. (W)

Wearflex. Endicott Johnson Corp., Endicott, N. Y. (M)

Wear-Mor. Hagerstown Shoe & Legging Co., Hagerstown, Md. (M)

Wearopedic. Bell, Walt & Co., Inc., Philadelphia, Pa. (W)

Wear-Plus. Lynchburg Shoe Co., Inc., Lynchburg, Va. (W)

Weather Wear. International Shoe Co., Manchester, N. H. (M)

Weatherbird. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Weavette Sandals. Jefferson Import Co., Inc., New York City. (W)

Webfoot. Hood Rubber Co., Watertown, Mass. (M)

Webster Shoe. A. J. Bates Co., Webster, Mass. (M)

Week-Ender. The Abbott Co., Yarmouth, Me. (M)

Wee-Mocs. True Moccasins for Little Feet. G. H. Bass & Co., Wilton, Me. (M)

Wee-Tots. Eby Shoe Co., Inc. (M) Ephrata, Pa.

Welead. A. W. Tedcastle, Boston, Mass. (W)

Welfleet. Hood Rubber Co., Watertown, Mass. (M)

Wellesley. Hood Rubber Co., Watertown, Mass. (M)

Welleston. The Servus Rubber Co., Rock Island, Ill. (M)

Wellington. Chicago Footwear Co., Chicago, Ill. (W)

Wellington. Hood Rubber Co., Watertown, Mass. (M)

Welshod. W. Y. Miller, Schuylkill Haven, Pa. (M)

Wenham. Hood Rubber Co., Watertown, Mass. (M)

Western Arch Support Health Shoe. Western Shoe Co., Toledo, Ohio. (W)

Western Boy. Western Shoe Co., Toledo, Ohio. (W)

Westland. Hood Rubber Co., Watertown, Mass. (M)

Westminster. Hood Rubber Co., Watertown, Mass. (M)

Weston. Hood Rubber Co., Watertown, Mass. (M)

Westport. Brown Shoe Co., St. Louis, Mo. (M)

Weyco. Weyenberg Shoe Mfg. Co., Milwaukee, Wis. (M) See Advt. Page 103.

Weyenberg Shoes for Service. Weyenberg Shoe Mfg. Co., Milwaukee, Wis. (M) See Advt. Page 103.

Whippet. Hood Rubber Co., Watertown, Mass. (M)

Whippit. Endicott-Johnson Corp., Endicott, N. Y. (M)

Whirlwind. Cambridge Rubber Co., Cambridge, Mass. (M)

White Crest. L. Q. White Shoe Co., Bridgewater, Mass. (M)

Whiteflash. Cambridge Rubber Co., Cambridge, Mass. (M)

Whitehall. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

White House Shoes. Brown Shoe Co., St. Louis, Mo. (M)

White House Shoes. Platell Shoe Co., New York City. (W)

Whitemac. The B. F. Goodrich Co., Akron, Ohio. (M)

White Rock. Hood Rubber Co., Watertown, Mass. (M)

White's Arch Ease. White's Shoe Shop, Spokane, Wash. (M)

White's Growing Girl. Richard White & Co., Inc., Philadelphia, Pa. (M)

Whiteswan. Cambridge Rubber Co., Cambridge, Mass. (M)

White-Tops. Converse Rubber Shoe Co., Malden, Mass. (M)

Whitewood. Hood Rubber Co., Watertown, Mass. (M)

Whitex. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Whitman. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Whitshu. Hood Rubber Co., Watertown, Mass. (M)

Whiz. Converse Rubber Shoe Co., Malden, Mass. (M)

Whiz. Endicott-Johnson Corp., Endicott, N. Y. (M)

Whoopee. Bedell, New York City. (R)

Whyteboy. Hood Rubber Co., Watertown, Mass. (M)

Wichita. The B. F. Goodrich Co., Akron, Ohio. (M)

Wiggletoe Cushion Shoe (Infants', Children's and Misses'). Rosenwasser Shoe Corp., Long Island City, N. Y. (M)

Wigwam. J. L. Coombs & Co., Bangor, Me. (M)

Wigwam Brand. G. F. Gosselin, St. Paul, Minn. (M)

Wilbur Coon Shoes. W. B. Coon Co., Rochester, N. Y. (M)

Wildfire. Endicott-Johnsor Corp., Endicott, N. Y. (M)

Willow. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Willowwelt Process, The. W. B. Coon Co., Rochester, N. Y. (M)

Wilson. Chicago Footwear Co., Chicago, Ill. (W)

Wilson's Better for Less. Wilson Shoe Co., La Salle, Ill. (W)

Wilton Shoes and Moccasins. G. H. Bass & Co., Wilton, Me. (M)

Dr. POSNER'S SCIENTIFIC SHOES
The MUSCLE BUILDER SHOE prevents PRONATION
Fine Welts and Turns for Children
"From Babyhood to College Days"
DR. A. POSNER SHOES, INC.
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DIRECTORY of TRADE NAMES and BRANDS of SHOES

Wingait. I. Miller & Sons, Long Island City, N. Y. (M) See Advt. Page 115.

Wings. Phillips-Baker Rubber Co., Providence, R. I. (M)

Winner. Hood Rubber Co., Watertown, Mass. (M)

Winner, The. National Shoe Co., Savannah, Ga. (W)

Winner. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Winnipeg. The B. F. Goodrich Co. Akron, Ohio. (M)

Winnkenni Shoe, The. W. T. Dyer Co., Haverhill, Mass. (M)

Winsor. Cambridge Rubber Co., Cambridge, Mass. (M)

Winter. Goodwill Shoe Co., Holliston, Mass. (M)

Winterlosh. Hood Rubber Co., Watertown, Mass. (M)

Wireless. Cambridge Rubber Co., Cambridge, Mass. (M)

Wisco Athletic Shoes. Wisconsin Shoe Co., Milwaukee, Wis. (M)

Wisconsin Brand—Standard Second Quality. La Crosse Rubber Mills Co., La Crosse, Wis. (M)

Witch-Elk High Grade Athletic Shoes. Witchell-Sheill Co., Chicago, Ill. (W)

Witch Hazel. Dunham Bros. Co., Brattleboro, Vt. (W)

Witt's Benchmade. Geo. D. Witt Shoe Co., Southern Dept. Craddock Terry Co., Lynchburg, Va. (M)

Witt's Everyday. Geo. D. Witt Shoe Co., Southern Dept. Craddock Terry Co., Lynchburg, Va. (M)

Witt's Gladpheet Arch-Bilt. Geo. D. Witt Shoe Co., Southern Dept. Craddock Terry Co., Lynchburg, Va. (M)

Witt's Shoes Win Favor. Geo. D. Witt Shoe Co., Southern Dept. Craddock Terry Co., Lynchburg, Va. (M)

Witt's Special and Dixie Girl. Geo. D. Witt Shoe Co., Southern Dept. Craddock Terry Co., Lynchburg, Va. (M)

W. L. Douglas. W. L. Douglas Shoe Co., Brockton, Mass. (M)

Woc-O-Mocs. G. H. Bass & Co., Wilton, Me. (M)

Wolf Footery. M. Wolf & Sons, Inc., Brooklyn, N. Y. (M)

Wolverine Horse Hide Shoes. Wolverine Shoe & Tanning Corp., Rockford, Mich. (M)

Wolverine Comfort. Wolverine Shoe & Tanning Corp., Rockford, Mich. (M)

Wolverine 1000 Mile. Wolverine Shoe & Tanning Corp., Rockford, Mich. (M)

Women's Companion Cushion Sole. Durand Shoe Co., Richmond, Me. (M)

Women's "Phog" Allen Gym Shoe. The Servus Rubber Co., Rock Island, Ill. (M)

Women's "Strong Arch" Footwear. Keehn Bros., Chicago, Ill. (W)

Wonder. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Wonderful Shoes for Wonderful Girls. Johnson, Stephens & Shinkle Shoe Co., St. Louis, Mo. (M)

Wonder Wear. B. Friedman Shoe Co., Inc., New York City. (W)

Woodbury's Arch Support. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodbury's Cottage Arch. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodbury's Double Arch. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodbury's Dress Comfort. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodbury's Fair Play. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodbury's Invisible Arch. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodbury's Junior Orthopedic Arch. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodbury's Locked Arch. Woodbury Shoe Mfg. Co., Derry, N. H. (M) See Advt. Page 105.

Woodbury's Nature Aid. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodbury's Orthopedic. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodbury's Spring Arch. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodbury's Style Kist Comfort. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodbury's Stylish Comfort. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodbury's 3 Ease. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodbury's Visible Arch. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodcraft. Marathon Shoe Co., Wausau, Wis. (M)

Woodsman. Hood Rubber Co., Watertown, Mass. (M)

Wood Sole Shoes. Brown Shoe Co., Clayton, N. J. (M)

Wooleather. Wooleather Mfg. Co., Salem, Mass. (M)

Woolieboots. Tendick Shoe Mfg. Co., Milwaukee, Wis. (M)

Woolmock Slippers. Millett Woodbury Co., Beverly, Mass. (M)

Woolrich. Woolrich Woolen Mills, Woolrich, Pa.

Wooly-Hug. Lind Shoe & Slipper Co., Worcester, Mass. (M)

Woonsocket. United States Rubber Co., New York City. (M)

Workman. Endicott-Johnson Corp., Endicott, N. Y. (M)

Workman. Hood Rubber Co., Watertown, Mass. (M)

Work Moc. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

World Beater, All Leather Shoes. F. M. Smith Shoe Co., Milwaukee, Wis. (M)

Worldround. M. Gustin Co., New York City. (M)

World Series. Endicott-Johnson Corp., Endicott, N. Y. (M)

World's Work. C. Gotzian & Co., St. Paul, Minn. (M)

World Wonder Shoe. Geo. W. Hubler Shoe Co., Auburn, Pa. (M)

Worth More. Smith & Herrick Co., Albany, N. Y. (W)

Wos. Arch-Fitta. S. Freidman & Son, Boston, Mass. (W)

Woven Art, Woven Craft, Woven Sports, Woven Text. (All) Woodbury Shoe Mfg. Co. Derry, N. H. (M)

Wrestling Shoe. Hood Rubber Co., Watertown, Mass. (M)

W-R Shoe. Whitney-Roth Shoe Co., Cleveland, Ohio. (W)

Wright Arch Preserver Shoe for Men, The. E. T. Wright & Co., Inc., Rockland, Mass. (M)

Wright Shoe for Men, The. E. T. Wright & Co., Inc., Rockland, Mass. (M)

W. S. M. Co. Brand. Winchell Shoe Manufacturing Co., Natick, Mass. (M)

Wurkshu. Hood Rubber Co., Watertown, Mass. (M)

Wynnewood. A. G. Spalding & Bros., Brooklyn, N. Y. (M)

X

X-CEL-O. C. S. Gibbon Co., Inc., Philadelphia, Pa. (M)

X. L. Hood Rubber Co., Watertown, Mass. (M)

X-L-N-T. McElroy-Sloan Shoe Co., Western Dept. Craddock Terry Co., St. Louis, Mo. (M)

Xtra Value. Levy Shoe Co., Montgomery, Ala. (W)

Y

Yale. H. E. Ackerman, Boston, Mass. (W)

Yankee Belle. United Shoe Co., Philadelphia, Pa. (M)

Yankees. Cambridge Rubber Co., Cambridge, Mass. (M)

Yard Master. Hood Rubber Co., Watertown, Mass. (M)

Yardmaster Over. Servus Rubber Co., Rock Island, Ill. (M)

Yard Wide. Hutchinson Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Yarmocs. The Abbott Co., Yarmouth, Me. (M)

Year Round Home Slippers. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Yellow Stone. Endicott-Johnson Corp., Endicott, N. Y. (M)

Ye Olde Tyme Comfort. Alfred J. Sweet (Division of the United States Shoe Co.), Auburn, Me. (M)

Ye Qualitie Line. Sullivan Baby Shoe Mfg. Co., Rochester, N. Y. (M)

Yonotte. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

York. Hood Rubber Co., Watertown, Mass. (M)

Yorker Shoes. Diamond Shoe Co., New York City. (W)

Younger Set, The. S. J. Brouwer Shoe Co., Milwaukee, Wis. (R)

Youngster. Endicott-Johnson Corp., Endicott, N. Y. (M)

Youngster. Truitt Bros., Inc., Binghamton, N. Y. (M)

Your Footprint in Leather. E. P. Reed & Co., Rochester, N. Y. (M)

Your Friend. Endicott-Johnson Corp., Endicott, N. Y. (M)

Yours for $5.00. J. W. Carter Co., Nashville, Tenn. (M)

Youthful Vogue. Chapline Mayer Shoe Co., Milwaukee, Wis. (M)

Yrto. Seymour Troy & Co., Brooklyn, N. Y. (M)

Yukon. The B. F. Goodrich Co., Akron, Ohio. (M)

Z

Zambo. Hood Rubber Co., Watertown, Mass. (M)

Zephyr. Hood Rubber Co., Watertown, Mass. (M)

Zephyrwelt. P. W. Minor & Son, Inc., Batavia, N. Y. (M)

Zipper. The B. F. Goodrich Co., Akron, Ohio. (M)

Zipps. The B. F. Goodrich Co., Akron, Ohio. (M)

Zulick Turns. J. S. Zulick & Co., Orwigsburg, Pa. (M)

DIRECTORY OF TRADE NAMES AND BRANDS OF LEATHER

A

A. B. P.—S. F. A. B. Patrick Co., San Francisco, Calif.

Abbo Patent. A. C. Lawrence Leather Co., Peabody, Mass.

Aberdeen Scotch. Barnet Leather Co., Inc., Boston, Mass.

Acloglove. A. C. Lawrence Leather Co., Peabody, Mass.

Aclokoat. A. C. Lawrence Leather Co., Peabody, Mass.

Aclosuede. A. C. Lawrence Leather Co., Peabody, Mass.

Aclotan. A. C. Lawrence Leather Co., Peabody, Mass.

Acme. Acme Tanning Co., Cincinnati, Ohio.

Acme Pigskin. Acme Tanning Co., Cincinnati, Ohio.

Adonis. B. D. Eisendrath Tanning Co., Racine, Wis.

Aero Leather. Radel Leather Mfg. Co., Newark, N. J.

Agoos Kid. Agoos Kid Co., Inc., Lynn, Mass. See Advt. Page 125.

Ajax. Lindenoid Sole Leather Co., Inc., Newark, N. J.

Alanac. A. C. Lawrence Leather Co., Peabody, Mass.

Alaska. Pfister & Vogel Leather Co., Milwaukee, Wis.

Alaskan. Monarch Leather Co., Chicago, Ill.

Alco. Avery & Lowry Co., Boston, Mass.

Alfatan. The Cleveland Tanning Co., Cleveland, O.

Allegheny. Howes Bros. Co., Boston, Mass.

Allen. The United States Leather Co., New York City.

Alligator. Barnet Leather Co., Inc., Boston, Mass.

Alligators. Robertson Leather Co., Inc., New York City.

Alpina. F. Hecht & Co., New York City.

Altro Calf. Albert Trostel & Sons Co., Milwaukee, Wis.

Amazon. Barnet Leather Co., Boston, Mass.

"Americana Colt". Moore Leather Co., Boston, Mass.

Amoflex. American Oak Leather Co., Cincinnati, O.

Am-O-Tan. The American Oak Leather Co., Cincinnati, O.

Anchor. Page Belting Co., Concord, N. H.

Anchor Raw Hide. California Tanning Co., St. Louis, Mo.

An Eagle. Eagle-Ottawa Leather Co., Grand Haven, Mich.

Anilene Calf. Endicott-Johnson Corp., Endicott, N. Y.

An Indian Head. Eagle-Ottawa Leather Co., Grand Haven, Mich.

Anzecos. Huch Leather Co., Chicago, Ill.

A.O.T. Products. Albert Trostel & Sons Co., Milwaukee, Wis.

Apex. Hiteman Leather Co., Inc., W. Winfield, N. Y.

Argentine. Barnet Leather Co., Inc., Boston, Mass.

Army. Monarch Leather Co., Chicago, Ill.

Arrow Brand: Boulee-Fraser Tanning Co., Inc., Irvington, N. J.

Arrow Head. Caldwell Lace Lea. Co., Auburn, Ky.

Art in Leather. Silas Musliner, Inc., New York City.

Art Moderne. Eagle-Ottawa Leather Co., Grand Haven, Mich.

Ashland Leather. England Walton & Co., Inc., Philadelphia, Pa.

Ashland Oak. England Walton Co., Philadelphia, Pa.

Ashtabula Brand. Ashtabula Hide & Leather Co., Ashtabula, O.

Atasco Calf. Albert Trostel & Sons Co., Milwaukee, Wis.

Atlas Brand. J. H. Hemmerdinger & Son, Brooklyn, N. Y.

Atta Brown. C. D. Brown & Co., Inc., Rochester, N. Y.

Atta Moor. C. D. Brown & Co., Inc., Rochester, N. Y.

Atta Red. C. D. Brown & Co., Inc., Rochester, N. Y.

Aztec Calf. A. F. Gallun & Sons Corp., Milwaukee, Wis.

B

Babette Calf. Geo. F. Troutwine & Sons Co., Inc., Gloversville, N. Y.

Baby Block Alligator. Barnet Leather Co., Inc., Boston, Mass.

Baby Leopard. The Griess Pfleger Tanning Co., Cincinnati, O.

Bakimball. Baker & Kimball, Inc., Boston, Mass.

Baltimore Star. The United States Leather Co., New York City.

Barbourwelt. Barbour Welting Co., Brockton, Mass. See Advt. Page 125.

Barbour Stormwelt. Barbour Welting Co., Brockton, Mass. See Advt. Page 125.

Barkrom. Alpena Leather Corp., Alpena, Mich.

Bark Skivers. C. & W. Pyle Co., Inc., Wilmington, Del.

Baronial. Eagle-Ottawa Leather Co., Grand Haven, Mich.

Barrett-Tan Calf. Barrett & Co., Newark, N. J.

Bay State Oak. Bay State Belting Co., Boston, Mass.

Bay View. Pfister & Vogel Leather Co., Milwaukee, Wis.

Beach. Barnet Leather Co., Inc., Boston, Mass.

Beadwelt. Barbour Welting Co., Brockton, Mass. See Advt. Page 125.

Bedford. Barnet Leather Co., Inc., Boston, Mass.

Bedford. The United States Leather Co., New York City.

Bee & See. Beggs & Cobb, Inc., Boston, Mass.

Bengal. Geisman, Musliner & Brightman, Inc., New York City.

Berkletan. Manasse Block Tanning Co., West Berkeley, Calif.

Berkshire. Barnet Leather Co., Inc., Boston, Mass.

Best Kid. The Best Kid Co., Inc., Philadelphia, Pa.

Best Pat. Radel Leather Mfg. Co., Newark, N. J.

Beverly Grain. A. C. Lawrence Leather Co., Peabody, Mass.

Biltmore. Barnet Leather Co., Inc., Boston, Mass.

Black Bear Brand. Radel Leather Mfg. Co., Newark, N. J.

Black Diamond. A. C. Lawrence Leather Co., Peabody, Mass.

Blackhawk. Monarch Leather Co., Chicago, Ill.

Black Hawk Patent. American Hide & Leather Co., Boston, Mass.

Black Jetta. Ohio Leather Co., Girard, Ohio.

Block Alligator. Barnet Leather Co., Inc., Boston, Mass.

Blue Ridge Tannage. Leas & McVitty, Inc., Philadelphia, Pa.

Blue-Skin. Henry K. Barnes Co., Salem, Mass.

Blue Velvet. California Tanning Co., St. Louis, Mo.

Blupat. General Leather Co., Newark, N. J.

Blupat Brand Combination Patent. E. R. Nash Leather Co., Inc., Boston, Mass.

Boa. Barnet Leather Co., Inc., Boston, Mass.

Boardwalk. Barnet Leather Co., Inc., Boston, Mass.

Boardwalk. Geisman Musliner & Brightman, Inc., New York City.

Bohemian. Geisman Musliner & Brightman, Inc., New York City.

Bombay. Geisman Musliner & Brightman, Inc., New York City.

Bordeaux. Monarch Leather Co., Chicago, Ill.

Borneo. Geisman, Musliner & Brightman, Inc., New York City.

Boss. California Tanning Co., St. Louis, Mo.

Boston Kid. Schwarz Bros. Co., Harrison, N. J.

Botany. Geisman, Musliner & Brightman, Inc., New York City.

Boufra Brand. Boulee-Fraser Tanning Co., Inc., Irvington, N. J.

Boulevard. Pfister & Vogel Leather Co., Milwaukee, Wis.

Box Calf. American Hide & Leather Co., Boston, Mass.

Box Kips. American Hide & Leather Co., Boston, Mass.

Boyne City. Howes Bros. Co., Boston, Mass.

Boyne City Dry Foot Brand. Michigan Tanning & Extract Co., Petoskey, Mich.

Brandt. Brandt Leather Co., Norwood, Mass.

Brezco. N. Brezner & Co., Boston, Mass.

Bretney's O. K. Oak. H. V. Bretney Co., Springfield, Ohio.

Bretney's Special Oak. H. V. Bretney Co., Springfield, Ohio.

Bristol. J. M. Delaney Co., Inc., Meriden, Conn.

Broadmoor. Barnet Leather Co., Inc., Boston, Mass.

Broadtail. Barnet Leather Co., Inc., Boston, Mass.

Brocada. Barnet Leather Co., Inc., Boston, Mass.

Brocade Leather. Radel Leather Mfg. Co., Newark, N. J.

Brogue. Northwestern Leather Co. Trust, Boston, Mass.

Bruce. The United States Leather Co., New York City.

Bruno. Creese & Cook Co., Boston, Mass.

Bull's Head. Chas. A. Schieren Co., Boston, Mass.

Butan. Buffalo Tanners, Inc., Buffalo, N. Y.

Butterfly Kids. Moore Leather Co., Boston, Mass.

C

Cadet Patent. American Hide & Leather Co., Boston, Mass.

Cafe. Barnet Leather Co., Inc., Boston, Mass.

Calcutta. Barnet Leather Co., Inc., Boston, Mass.

Caledonia. The United States Leather Co., New York City.

Calflyke. Radel Leather Co., Newark, N. J.

Calumet. Fred Rueping Leather Co., Fond du Lac, Wis.

Cambridge. Barnet Leather Co., Inc., Boston, Mass.

Camelaire. A. C. Lawrence Leather Co., Peabody, Mass.

Caramel. Barnet Leather Co., Inc., Boston, Mass.

DIRECTORY of TRADE NAMES and BRANDS of LEATHER

Caravan Kid. Leviseur, Haroth & Co., Inc., Salem, Mass.

Caribou. S. L. Agoos Tanning Co., Inc., Boston, Mass.

CasCo. Chas. A. Schieren Co., Boston, Mass.

Casino. Barnet Leather Co., Inc., Boston, Mass.

Catawba. The United States Leather Co., New York City.

Cattaraugus. Kistler Leather Co., Boston, Mass.

Cattaraugus. Penn Leather Co., Philadelphia, Pa.

Cavendish Russia Calf. Hunt-Rankin Leather Co., Boston, Mass.

Chain's Full Grain Retan (Sole Leather). Chain Leather Co., Peabody, Mass.

Chameleon. Barnet Leather Co., Inc., Boston, Mass.

Charleston. Barnet Leather Co., Inc., Boston, Mass.

Chattanooga. The United States Leather Co., New York City.

Cherokee. Fred Rueping Leather Co., Fond du Lac, Wis.

Cheshire. Creese & Cook Co., Boston, Mass.

Chester. J. M. Delaney Co., Inc., Meriden, Conn.

Chevrita. A. C. Lawrence Leather Co., Peabody, Mass.

Chevron. Griess Pfleger Tanning Co., Cincinnati, O.

Chic. Barnet Leather Co., Inc., Boston, Mass.

Chinchilla. Geisman, Musliner & Brightman, Inc., New York City.

Chippewa. Fred Rueping Leather Co., Fond du Lac, Wis.

Chro Blue. Radel Leather Mfg. Co., Newark, N. J.

Chroline. The Cleveland Tanning Co., Cleveland, O.

Chrome Army Grain. A. C. Lawrence Leather Co., Boston, Mass.

Chrome Longwear Retan (Sole Leather). Chain Leather Co., Peabody, Mass.

Chrome Splits. Northwestern Leather Co. Trust, Boston, Mass. See Advt. Page 121.

Chrome Velvet Splits. Wright & Wright, Inc., Peabody, Mass.

Chromexcel. Horween Leather Co., Chicago, Ill.

Chromok (Patent Sides). W. D. Byron & Sons, Inc., Williamsport, Md.

Clarion. The United States Leather Co., New York City.

Clearfield. The United States Leather Co., New York City.

Cletan. The Cleveland Tanning Co., Cleveland, O.

"Clio" Kid. Amalgamated Leather Companies, Philadelphia, Pa.

Clover Leaf Red Seal Chamois. Lasker & Bernstein, Inc., Newark, N. J.

Cobbler. Belgrade Leather Co., Philadelphia, Pa.

Cobra. Barnet Leather Co., Inc., Boston, Mass.

Cocheco Cement. I. B. Williams & Sons, Dover, N. H.

Cocheco (Plain Cemented Flat Leather Belting). I. B. Williams & Sons, Dover, N. H.

Collegiate. Barnet Leather Co., Inc., Boston, Mass.

Colonial. Eagle-Ottawa Leather Co., Grand Haven, Mich.

Colonial Brand Patent Leather. Colonial Tanning Co., Boston, Mass.

Columbia. The United States Leather Co., New York City.

Concord. Page Belting Co., Concord, N. H.

Continental Oak. Pine Grove Tanning Co., Pine Grove, Pa.

Copper Lustre. Carl E. Schmidt & Co., Inc., Detroit, Mich.

Coralustre. Radel Leather Mfg. Co., Newark, N. J.

Cordover. Dual Leather Corp., Elizabeth, N. J.

Coreykid. Corey Leather Co., Boston, Mass.

Corona. Lucius Beebe & Sons, Inc., Boston, Mass.

C-O Tan. Shingle-Gibb Leather Co., Philadelphia, Pa.

Coudersport. The United States Leather Co., New York City.

Country Club. J. S. Barnet & Sons, Lynn, Mass.

Cover Carolina Oak. F. P. Cover & Sons, Inc., Andrews, N. C.

Crackle. Griess Pfleger Tanning Co., Cincinnati, O.

Creco. Creese & Cook Co., Danvers, Mass.

Cremore. Pfister & Vogel Leather Co., Milwaukee, Wis.

Crepe de Flex. General Leather Co., Newark, N. J.

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DIRECTORY of TRADE NAMES and BRANDS of LEATHER

Cresco. Creese & Cook Co., Boston, Mass.

Crestbrand. Crescent Tanning Co., Woburn, Mass.

Crocodile. Barnet Leather Co., Inc., Boston, Mass.

Cross Bar. Geisman, Musliner & Brightman, Inc., New York City.

Crown. Page Belting Co., Concord, N. H.

Crown Kid. A. B. Hoffmann & Son, Inc., Lynn, Mass.

Crystal. Badger State Tanning Co., Sheboygan, Wis.

Cubist. Geisman, Musliner & Brightman, Inc., New York City.

Cuir de Neige. John R. Evans & Co., Camden, N. J.

D

Damascus. The United States Leather Co., New York City.

Damask. Griess Pfleger Tanning Co., Cincinnati, Co.

Damp Pruf Soles. Van Tassel Sole & Leather Corp., Norwich, Conn.

Dandy New Muleskin. California Tanning Co., St. Louis, Mo.

Dansant. Barnet Leather Co., Boston, Mass.

Daylight. Day-Gormley Leather Co., Boston, Mass.

Decobuff. The Deford Co., Baltimore, Md.

Decoflex. The Deford Co., Baltimore, Md.

Deerskin. Northwestern Leather Co. Trust, Boston, Mass. See Advt. Page 121.

Deford. The Deford Co., Baltimore, Md.

Delhi. Barnet Leather Co., Inc., Boston, Mass.

Dell. The United States Leather Co., New York City.

Del-Oak. J. M. Delaney Co., Inc., Meriden, Conn.

Demi-Glaze. Carl E. Schmidt & Co., Detroit, Mich.

Dentelle. Barnet Leather Co., Inc., Boston, Mass.

Dermaltype. John Reid & Co., Chicago, Ill.

Devalt. Barnet Leather Co., Inc., Boston, Mass.

Devon. Barnet Leather Co., Inc., Boston, Mass.

Diamond. Wm. Flaccus Oak Leather Co., Pittsburgh, Pa.

Dimond Kid. Dimond Kid Co., Boston, Mass.

Diamond Oak. Wm. Flaccus Oak Leather Co., Pittsburgh, Pa.

Diamond P. England, Walton & Co., Inc., Philadelphia, Pa.

Dixie. Chas. A. Schieren Co., Boston, Mass.

Dixie Calf. A. F. Gallun & Sons Corp., Milwaukee, Wis.

Dixie-Upholstery. Eagle-Ottawa Leather Co., Grand Haven, Mich.

Domestic Morocco. C. & W. Pyle Co., Inc., Wilmington, Del.

Domino Calf. A. F. Gallun & Sons Corp., Milwaukee, Wis.

Driguard Waterproof Sole Leather. Haffner Bros., Co., Cincinnati, O.

Drisole. Drisole Tanning Co., Inc., Cudahy, Wis.

Dritred. Drisole Tanning Co., Inc., Cudahy, Wis.

Dual. Dual Leather Corp., Elizabeth, N. J.

Dualtone. Eagle-Ottawa Leather Co., Grand Haven, Mich.

Dundee. Barnet Leather Co., Inc., Boston, Mass.

Dungan, Hood & Co., Inc., Fine Glazed Kid. Dungan, Hood & Co., Inc., Philadelphia, Pa.

Duquesne Oak. Wm. Flaccus Oak Leather Co., Pittsburgh, Pa.

Durbin. Howes Bros. Co., Boston, Mass.

Duro Grip. A. C. Lawrence Leather Co., Peabody, Mass.

Dustwite. Chas. King, Johnstown, N. Y.

Duxbak Soles. Chas. A. Schieren Co., Boston, Mass.

Duxbak Waterproof. Chas. A. Schieren Co., Boston, Mass.

E

Eagle Brand. John Reilly Co., Newark, N. J.

Eagle Brand. Chas. A. Schieren Co., Boston, Mass.

Eagle Hold-Fast Lace Leather. American Lace Leather Co., Inc., Richmond, Va.

Eagle. American Lace Leather Co., Inc., Richmond, Va.

Eagle Valley. The United States Leather Co., New York City.

Ebony Calf and Veals. A. F. Gallun & Sons Corp., Milwaukee, Wis.

Economy. J. H. Hemmerdinger & Son, Brooklyn, N. Y.

Edel Sides. Albert Trostel & Sons Co., Milwaukee, Wis.

Edel Utella Calf. Albert Trostel & Sons Co., Milwaukee, Wis.

Edinbrogue. Monarch Leather Co., Chicago, Ill.

Edinmoor. Monarch Leather Co., Chicago, Ill.

Eldorado. F. Hecht & Co., Inc., New York City.

Elk. Endicott-Johnson Corp., Endicott, N. Y.

Elkalf Calf. S. L. Agoos Tanning Co., Inc., Boston, Mass.

Elkhorn. The United States Leather Co., New York City.

Elkmoor. Monarch Leather Co., Chicago, Ill.

Elko. Northwestern Leather Co. Trust, Boston, Mass. See Advt. Page 121.

Elkrome. S. L. Agoos Tanning Co., Inc., Boston, Mass.

Elk Sides. Northwestern Leather Co. Trust., Boston, Mass. See Advt. Page 121.

Emerald. J. M. Delaney Co., Inc., Meriden, Conn.

Empire Sides. American Hide & Leather Co., Boston, Mass.

Eric Grain (Calf). Carl E. Schmidt & Co., Inc., Detroit, Mich. See Advt. Page 125.

Eskid. Edgar S. Kiefer Tanning Co., Grand Rapids, Mich.

Eskimo Calf. Endicott-Johnson Corp., Endicott, N. Y.

Esteeco Sides Snuffed Black. Sawyer Tanning Co., Inc., Napa, Calif.

Eton. Barnet Leather Co., Inc., Boston, Mass.

Etra. C. D. Kepner Leather Co., Boston, Mass.

Eureka. Page Belting Co., Concord, N. H.

Eureka Brand (Gold and Silver Kid). Salomon & Phillips, New York, N. Y.

Everglades. Barnet Leather Co., Inc., Boston, Mass.

E-W Watershed. England Walton & Co., Inc., Philadelphia, Pa.

Exeter. Monarch Leather Co., Chicago, Ill.

F

Falls Creek. The United States Leather Co., New York City.

Fancy Willow. American Hide & Leather Co., Boston, Mass.

Farmuse Grain. Pfister & Vogel Leather Co., Milwaukee, Wis.

Fascist. Barnet Leather Co., Inc., Boston, Mass.

F. B. & C. Black and Colored Kid. Amalgamated Leather Companies, Philadelphia, Pa.

F. B. & C. Charmoos. Amalgamated Leather Companies, Inc., Philadelphia, Pa.

F. B. & C. Clio Kid. Amalgamated Leather Companies, Philadelphia, Pa.

F. B. & C. White Glazed Kid No. 81. Amalgamated Leather Companies, Philadelphia, Pa.

Featherwelt. Barbour Welting Co., Montello, Mass.

Febeco (Colored and Black Side Leathers). Amalgamated Leather Companies, Philadelphia, Pa.

Fiji. Geisman, Musliner & Brightman, Inc., New York City.

Flintstone. The United States Leather Co., New York City.

Florida. Barnet Leather Co., Inc., Boston, Mass.

Forest Oak. Endicott-Johnson Corp., Endicott, N. Y.

Forest. The United States Leather Co., New York City.

"Forsythia" Patent Leather. The Forsyth Leather Co., Wauwatosa, Wis.

Forsythia Patent Sides. W. R. Hunt & Co., Chicago, Ill.

Frank Oak. S. H. Frank & Co., San Francisco, Cal.

Frosted. Griess Pfleger Tanning Co., Cincinnati, Ohio.

Frosted Calf. The Griess Pfleger Tanning Co., Cincinnati, Ohio.

Futurist. Barnet Leather Co., Inc., Boston, Mass.

Futiristic Kid. Schwarz Bros. Co., Harrison, N. J.

Futuristic Kids. Moore Leather Co., Boston, Mass.

G

Galamoor. Monarch Leather Co., Chicago, Ill.

Galluchet. Griess Pfleger Tanning Co., Cincinnati, Ohio.

Galuchat. Barnet Leather Co., Inc., Boston, Mass.

Galuchat. Geisman, Musliner & Brightman, Inc., New York City.

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Gam-Oil. H. K. Barnes Co., Salem, Mass.

Ge-M-Be Brand. Geisman, Musliner & Brightman, Inc., New York City.

Genesee Brands. C. D. Brown & Co., Rochester, N. Y.

Gen Tan. The General Tanning Corp., Irvington, N. J.

Gentan Silk Pickers. The General Tanning Corp., Irvington, N. J.

Gibraltar Brand Chrome Patent. E. R. Nash Leather Co., Inc., Boston, Mass.

Gilt Edge. I. B. Williams & Sons, Dover, N. H.

Glasgow. Fred Rueping Leather Co., Fond du Lac, Wis.

Glass. J. S. Barnet & Sons, Lynn, Mass.

Glassborough. J. S. Barnet & Sons, Lynn, Mass.

Glemco. Gloversville Leather Mfg. Corp., Gloversville, N. Y.

Glengarry. Monarch Leather Co., Chicago, Ill.

Gloria. J. S. Barnet & Sons, Lynn, Mass.

Gloveau Calf. Geo. F. Troutwine & Sons Co., Inc., Gloversville, N. Y.

Glovelyke. Radel Leather Mfg. Co., Newark, N. J.

Golden Brown Kid Color No. 21. Amalgamated Leather Companies, Philadelphia, Pa.

Goldencrom. Alpena Leather Co., Alpena, Mich.

Golden Fleece. The L. B. Southwick Co., Peabody, Mass.

Golden Glow. Moore Leather Co., Boston, Mass.

Golden Glow Chamois. Lasker & Bernstein, Inc., Newark, N. J.

Golden Glow Kid. Schwarz Bros. Co., Harrison, N. J.

Gold Medal. Castle Kid Co., Inc., Camden, N. J.

Gold Medal Patent Sides. S. L. Agoos Tanning Co., Inc., Boston, Mass.

Gold Spot Sole Leather (Bends, Cut Soles). Graton & Knight Co., Worcester, Mass.

Golf Grain. Carl E. Schmidt & Co., Inc., Detroit, Mich.

Gopher Grain. S. B. Foot & Co., Red Wing, Minn.

Germania. J. G. Hoffman & Sons Co., Wheeling, W. Va.

Gotham. Barnet Leather Co., Inc., Boston, Mass.

Grako, Finders Oak Sole Leather (Bends, Strips, Cut Soles). Graton & Knight Co., Worcester, Mass.

Great Lakes Brand. Gutmann & Co., Inc., Chicago, Ill.

Greenbrier. The United States Leather Co., New York City.

Greenwich. Geisman, Musliner & Brightman, Inc., New York City.

Guaranteed. J. M. Delaney Co., Inc., Meriden, Conn.

Gustan. S. M. Gusdorf Co., Indianapolis, Ind.

H

Hardy Hide. Harsh & Chapline, Milwaukee, Wis.

Harlequin. Barnet Leather Co., Inc., Boston, Mass.

Heather. Monarch Leather Co., Chicago, Ill.

Heinrich Bierling. F. Hecht & Co., Inc., New York City.

Helia. F. Hecht & Co., Inc., New York City.

Helios. Seton Leather Co., Newark, N. J.

Helvetia. Groezinger's Sons, Lancaster, Pa.

Hercules. Lindenoid Sole Leather Co., Inc., Newark, N. J.

Hercules-Double Tan. Lindenoid Sole Leather Co., Inc., Newark, N. J.

Hermann G. Schmid. F. Hecht & Co., Inc., New York City.

Heron. Western Rawhide & Belting Co., Milwaukee, Wis.

"Heron" Round S. M. Belting. Western Rawhide & Belting Co., Milwaukee, Wis.

Herringbone. Barnet Leather Co., Inc., Boston, Mass.

Hiawatha. Fred Rueping Leather Co., Fond du Lac, Wis.

Hindu. Barnet Leather Co., Inc., Boston, Mass.

Hindu. Geisman, Musliner & Brightman, Inc., New York City.

Hipposkin. Griess Pfleger Tanning Co., Cincinnati, Ohio.

Honeycomb. Barnet Leather Co., Inc., Boston, Mass.

Hornback. Barnet Leather Co., Inc., Boston, Mass.

Horton. The United States Leather Co., New York City.

Horween Cordovan, Horween Leather Co., Chicago, Ill.

Howes Oak. Howes Bros. Co., Boston, Mass.

H. R. Glace Calf. Hunt Ranklin Leather Co., Boston, Mass.

Hubra. Hugo Brand Leather Co., New York City.

Hudson. J. M. Delaney Co., Inc., Meriden, Conn.

Hunt's Sole Leather. Frank W. Hunt & Co., Boston, Mass.

Hyaline. The Cleveland Tanning Co., Cleveland, Ohio.

Hy Blue. Radel Leather Mfg. Co., Newark, N. J.

Hyde-Cape. Wood & Hyde Co., Cloversville, N. Y.

Hyde Goat. Wood & Hyde Co., Gloversville, N. Y.

Hytanco. Hygrade Tanning Co., Salem, Mass.

I

Ideal. Surpass Leather Co., No. Philadelphia, Pa.

Ideal. Ideal Oak Leather Co., Morristown, Tenn.

Illuminated Goat. Schwarz Bros. Co., Harrison, N. J.

Imperial. Fred Rueping Leather Co., Fond du Lac, Wis.

Indestructible. Endicott-Johnson Corp., Endicott, N. Y.

Indian Tanned. Bay State Belting Co., Boston, Mass.

Indian Tanned & Raw Hide (Lace Leather). Bay State Belting Co., Boston, Mass.

Indigo. J. H. Hemmerdinger & Son, Brooklyn, N. Y.

Instanter. The United States Leather Co., New York City.

Iris. The Ohio Leather Co., Girard, Ohio.

Iron Gate. The United States Leather Co., New York City.

Irvona. The United States Leather Co., New York City.

Ivor-Kaf Linings. Amdur-Limon Tanning Co., Inc., Peabody, Mass.

Ivory Kip. Badger State Tanning Co., Sheboygan, Wis.

I. X. L. J. H. Hemmerdinger & Son, Brooklyn, N. Y.

I. X. L. Brand Leathers. H. L. Trent & Son, Bayonne, N. J.

I.X.L. The United States Leather Co., New York City.

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J

Java. Barnet Leather Co., Inc., Boston, Mass.

J. L. & S. Patent Sides. J. Lichtman & Sons, Newark, N. J.

Jo Mo Mi Co. Johnstown Mocha Mills Co., Inc., Johnstown, N. Y.

Jumbo. Endicott-Johnson Corp., Endicott, N. Y.

Junaluska. England Walton & Co., Inc., Philadelphia, Pa.

K

Kaffor. The Ohio Leather Co., Girard, Ohio.

Kafforite-Glacecalf. The Ohio Leather Co., Girard, Ohio.

Kaira. C. & W. Pyle Co., Inc., Wilmington, Del.

Kalftan Smooth Sides. S. L. Agoos Tanning Co., Inc., Boston, Mass.

Kangola. C. D. Brown & Co., Rochester, N. Y. See Advt. Page 127.

Kankakee. Fred Rueping Leather Co., Fond du Lac, Wis.

Katz Krome. Superior Tanning Co., Chicago, Ill.

Kaybee. Superior Tanning Co., Chicago, Ill.

Kean-Bedell Patent. Kean-Bedell, Inc., Woburn, Mass.

Keco. C. D. Kepner Leather Co., Boston, Mass.

Kepner Elk. C. D. Kepner Leather Co., Boston, Mass.

Keystone Genuine Reptiles. Keystone Reptile Tanneries, Inc., Camden, N. J. See Advt. Page 127.

Keystone (Kid). Keystone Leather Co., Camden, N. J. See Advt. Page 127.

Kidtex Shoe Quarter Lining. E. R. Nash Leather Co., Inc., Boston, Mass.

Kidikaf. The Griess Pfleger Tanning Co., Cincinnati, Ohio.

Kidtan. S. L. Agoos Tanning Co., Inc., Boston, Mass.

King Cole. Griess Pfleger Tanning Co., Cincinnati, Ohio.

King Kid. Wm. Amer Company, Philadelphia, Pa.

Kin-Kin. Fred Rueping Leather Co., Fond du Lac, Wis.

Kistler. Kistler Leather Co., Boston, Mass. See Advt. Page 122.

Kistler Bench Brand. Kistler Leather Co., Boston, Mass. See Advt. Page 122.

Kitchener. Northwestern Leather Co. Trust, Boston, Mass. See Advt. Page 121.

K. L. Dependable Oak. The Penn Leather Co., Philadelphia, Pa.

Knobby. Barnet Leather Co., Inc., Boston, Mass.

Korry Krome. J. W. & A. P. Howard Co., Corry, Pa.

Korry-Special. J. W. & A. P. Howard Co., Corry, Pa.

Krome Swade. Amdur-Limon Tanning Co., Inc., New York City.

Krom Wax Calf. Albert Trostel & Sons Co., Milwaukee, Wis.

Krom Wax Veals. Albert Trostel & Sons Co., Milwaukee, Wis.

Kutwel. Edgar S. Kiefer Tanning Co., Grand Rapids, Mich.

L

Lace Lizard. Griess Pfleger Tanning Co., Cincinnati, O.

Lacka-Tan. The Lackawanna Leather Co., Hackettstown, N. J.

Lapis Lizard. Griess Pfleger Tanning Co., Cincinnati, O.

LaSalle. Barnet Leather Co., Inc., Boston, Mass.

Latigo Leather. Caldwell Lace Leather Co., Auburn, Ky.

La Trosca Calf. Albert Trostel & Sons Co., Milwaukee, Wis.

Laub. George Laub's Sons, Buffalo, N. Y.

Lawro Calf. A. C. Lawrence Leather Co., Boston, Mass.

Lawropelt. A. C. Lawrence Leather Co., Boston, Mass.

Leather Plus Soles. Van Tassel Sole & Leather Corp., Norwich, Conn.

Leathers of Character. Griess Pfleger Tanning Co., Cincinnati, O.

Lenox. J. M. Delaney Co., Inc., Meriden, Conn.

Levor. G. Levor & Co., Inc., Gloversville, N. Y.

Levor Buck (Cabrettas). G. Levor & Co., Inc., Gloversville, N. Y.

Levor Grain Calf. G. Levor & Co., Inc., Gloversville, N. Y.

Levor Grain Goat (Chevrettes). G. Levor & Co., Inc., Gloversville, N. Y.

Levor Grain Kid (Cabrettas). G. Levor & Co., Inc., Gloversville, N. Y.

Levor Mad Kid (Cabrettas). G. Levor & Co., Inc., Gloversville, N. Y.

Liberty Bell Oak Double Shoulder Welting. McAdoo & Allen Welting Co., Quakertown, Pa.

Lido. Barnet Leather Co., Inc., Boston, Mass.

Lido Calf. A. F. Gallun & Sons Corp., Milwaukee, Wis.

Lily. Surpass Leather Co., North Philadelphia, Pa.

Limbo. Griess Pfleger Tanning Co., Cincinnati, O.

Lincoln. J. M. Delaney Co., Inc., Meriden, Conn.

Lincoln Leathers. Kaufherr & Co., Newark, N. J.

Lindenoid. Lindenoid Sole Leather Co., Newark, N. J.

Lindenoid-Double Tan. Lindenoid Sole Leather Co., Inc., Newark, N. J.

Link. Barnet Leather Co., Inc., Boston, Mass.

Little Falls Leathers. Barnet Leather Co., Inc., Boston, Mass.

Lizard. Barnet Leather Co., Inc., Boston, Mass.

Lizarine. Huch Leather Co., Chicago, Ill.

Loggers Oak (Sole Leather). S. H. Frank & Co., Redwood City, Calif.

Lost Purple Trostan Calf. Albert Trostel & Sons Co., Milwaukee, Wis.

Lotus. Pfister & Vogel Leather Co., Milwaukee, Wis.

Lozant. Griess Pfleger Tanning Co., Cincinnati, O.

Lozelle. Griess Pfleger Tanning Co., Cincinnati, O.

Lozelle Washable Calf. Griess Pfleger Tanning Co., Cincinnati, O.

Lunar Kid. Castle Kid Co., Inc., Camden, N. J.

Luxite. The Ohio Leather Co., Girard, Ohio.

Luxor Calf. The Ohio Leather Co., Girard, Ohio.

Luxor Patent Sides. The Ohio Leather Co., Girard, Ohio.

Luxury Brand Patent Leather. Colonial Tanning Co., Boston, Mass.

Luzon. Geisman, Musliner & Brightman, Inc., New York City.

Lykacaf. Geisman, Musliner & Brightman, Inc., New York City.

M

Madrone Sides. Sawyer Tanning Co., Napa, Calif.

Majestic. Barnet Leather Co., Inc., Boston, Mass.

Mandarin. Geisman, Musliner & Brightman, Inc., New York City.

Mandarin Calf and Veals. A. F. Gallun & Sons Corp., Milwaukee, Wis.

Manhattan. Barnet Leather Co., Inc., Boston, Mass.

Manzanita. The Sawyer Tanning Co., Napa, Calif.

Marigold. Barnet Leather Co., Boston, Mass.

Marion. J. M. Delaney Co., Inc., Meriden, Conn.

Marlboro. Geisman, Musliner & Brightman, Inc., New York City.

Mat-Calf. The Ohio Leather Co., Girard, O.

Maximus Patent Leather. John R. Evans & Co., Camden, N. J.

Mayfair. Barnet Leather Co., Inc., Boston, Mass.

Mayflower. Barnet Leather Co., Inc., Boston, Mass.

McL. F. W. McLanathan & Son, Lawrence, Mass.

Mecca. Pfister & Vogel Leather Co., Milwaukee, Wis.

Melan. Barnet Leather Co., Inc., Boston, Mass.

Mel-Flex Glace Calf. Carl E. Schmidt Co., Inc., Detroit, Mich.

Mell-o-tan. Radel Leather Mfg. Co., Newark, N. J.

Mellotan. The United States Leather Co., New York City.

Mel-O Leather. Merchant Loveys Leather Co., Boston, Mass.

Mermaid Chamois. Lasker & Bernstein, Inc., Newark, N. J.

Merrimack. Page Belting Co., Concord, N. H.

Mesh. Griess Pfleger Tanning Co., Cincinnati, O.

Metakrome. The Cleveland Tanning Co., Cleveland, O.

Metl-tone. H. S. & M. W. Snyder, Boston, Mass.

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Michigan. The United States Leather Co., New York City.

Middlesboro. The United States Leather Co., New York City.

Middlebury. The United States Leather Co., New York City.

Midnight Calf. A. F. Gallun & Sons Corp., Milwaukee, Wis.

Midway. General Leather Co., Newark, N. J.

Midway Brand Patent Splits. E. R. Nash Leather Co., Inc., Boston, Mass.

Mill Creek. The United States Leather Co., New York City.

Milo. W. Milender & Sons, Boston, Mass.

Milwaukee Calf. A. F. Gallun & Sons Corp., Milwaukee, Wis.

Mineral. Henry K. Barnes Co., Salem, Mass.

Moda Glace-Lightweight Calf. A. C. Lawrence Leather Co., Peabody, Mass.

Mohawk. J. M. Delaney Co., Inc., Meriden, Conn.

Mohawk. Rasche Bros., Cincinnati, O.

Mohawk. Fred Rueping Leather Co., Fond du Lac, Wis.

Moire. Barnet Leather Co., Inc., Boston, Mass.

Moire. Griess Pfleger Tanning Co., Cincinnati, O.

Mokabuk. Geisman, Musliner & Brightman, Inc., New York City.

Mokacaf. Geisman, Musliner & Brightman, Inc., New York City.

Mo-Le-Co. Morgan Leather Co., Philadelphia, Pa.

Mole Sheep. A. C. Lawrence Leather Co., Boston, Mass.

Mombassa. Geisman, Musliner & Brightman, Inc., New York City.

Monarch. Monarch Leather Co., Chicago, Ill.

Mooney. Howes Bros. Co., Boston, Mass.

Mooney Flexible Oak Sole Leather. W. W. Mooney & Sons Corp., Columbus, Ind.

Mooney Scoured Oak Sole Leather. W. W. Mooney & Sons Corp., Columbus, Ind.

Moorecraft. Schwarz Bros. Co., Harrison, N. J.

Moorecraft Calf. Moore Leather Co., Boston, Mass.

Moorecraft Colt. Moore Leather Co., Boston, Mass.

Moorecraft Leathers. Moore Leather Co., Boston, Mass.

Moorocco. Duel Leather Corp., Elizabeth, N. J.

Moose. Badger State Tanning Co., Sheboygan, Wis.

Moose Bends. Wright & Wright, Inc., Peabody, Mass.

Moosehead. Monarch Leather Co., Chicago, Ill.

Mosaic. Radel Leather Mfg. Co., Newark, N. J.

Mottled Chameleon. Barnet Leather Co., Inc., Boston, Mass.

Mottled Snake. Barnet Leather Co., Inc., Boston, Mass.

Mount Vernon. F. P. Cover & Sons, Inc., Andrews, N. C.

Murray Hill. Barnet Leather Co., Inc., Boston, Mass.

N

Naco Calf. A. C. Lawrence Leather Co., Boston, Mass.

Naja. Geisman, Musliner & Brightman, Inc., New York City.

Napa Cowhide Coat Sides. Sawyer Tanning Co., Napa, Calif.

Napa Cowhide Glove Sides. Sawyer Tanning Co., Napa, Calif.

Napa Elk Sides. Sawyer Tanning Co., Inc., Napa, Calif.

Napa Glove Splits. The Sawyer Tanning Co., Napa, Calif.

Napa Patent Sides. Sawyer Tanning Co., Napa, Calif.

Napa Shoe Lining Splits. Sawyer Tanning Co., Inc., Napa, Calif.

Napa Sole Splits. Sawyer Tanning Co., Napa, Calif.

Nati. A. C. Lawrence Leather Co., Peabody, Mass.

Navaho Kid. Schwarz Bros. Co., Harrison, N. J.

Neotec Calf. A. F. Gallun & Sons Corp., Milwaukee, Wis.

Neroseal. J. Lichtman & Sons, Newark, N. J.

Netco Reptile & Fancy Grains and Patent Leather. New England Tanning Co., Boston, Mass.

Neumann Leathers. R. Neumann & Co., Hoboken, N. J.

Neumann Seals. R. Neumann & Co., Hoboken, N. J.

Neverbreak Buckskin. California Tanning Co., St. Louis, Mo.

Neverslip. Page Belting Co., Concord, N. H.

New Castle Kid. New Castle Leather Co., New York City.

Newmoose Sport Leathers. New England Tanning Co., Boston, Mass.

Newport. The United States Leather Co., New York City.

New River Tannage. Leas & McVitty, Inc., Philadelphia, Pa.

Newtan. Northwestern Leather Co. Trust, Boston, Mass. See Advt. Page 121.

Nigerian Kid. Moore Leather Co., Boston, Mass.

Nigerian Lizard. Schwarz Bros. Co., Harrison, N. J.

Niger Morocco. Moore Leather Co., Boston, Mass.

Nippon. Monarch Leather Co., Chicago, Ill.

Nonap Lining Splits. Wright & Wright, Inc., Peabody, Mass.

Norse. Monarch Leather Co., Chicago, Ill.

Norsemoor. Monarch Leather Co., Chicago, Ill.

Nortan Leathers. J. P. Nortan Leather Co., Peabody, Mass.

North Star. The United States Leather Co., New York City.

Norwegian Calf and Veals. A. F. Gallun & Sons Corp., Milwaukee, Wis.

Norwood Quality. Winslow Bros. & Smith Co., Norwood, Mass. See Advt. Page 123.

No se raja. Avery & Lowry Company, Boston, Mass.

Nosoak. Pfister & Vogel Leather Co., Milwaukee, Wis.

Novato Upper Splits. Sawyer Tanning Co., Napa, Calif.

Nowesco. Northwestern Leather Co. Trust. Boston, Mass. See Advt. Page 121.

Nubuck. A. C. Lawrence Leather Co., Peabody, Mass.

Nu Process. L. H. Hamel Leather Co., Haverhill, Mass.

Nut Gummed Insoles. A. C. Lawrence Leather Co., Peabody, Mass.

Nuwhite. Richard Young Co., New York City.

O

Oak Leaf. Belgrade Leather Co., Philadelphia, Pa.

Oakrom. C. G. Fleckenstein Co., Muskegon, Mich.

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BARBOUR WELTING COMPANY
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ERIC GRAIN CALF
The Sport Leather Supreme
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CARL E. SCHMIDT & CO.
Detroit, Mich.

DIRECTORY of TRADE NAMES and BRANDS of LEATHER

Oak Valley. England Walton & Co., Inc., Philadelphia, Pa.

Oakwood. S. H. Frank & Co., Redwood City, Calif.

Ohoco. Otto H. Oppenheimer Co., Newark, N. J.

OK. J. M. Delaney Co., Inc., Meriden, Conn.

"O. K." Oak. Bretney's. The H. V. Bretney Co., Springfield, O.

Okay. Barnet Leather Co., Inc., Boston, Mass.

Old Dominion. The United States Leather Co., New York City.

Old English. Creese & Cook Co., Boston, Mass.

Old Kentucky. Caldwell Lace Leather Co., Auburn, Ky.

Old Process. Peter Baran & Sons, Inc., Harrison, N. J.

Olean Long Time Tan. England, Walton & Co., Inc., Philadelphia, Pa.

Oma-Tan. Omaha Tanning Co., Omaha, Neb.

Oneida. Fred Rueping Leather Co., Fond du Lac, Wis.

Ontario. C. D. Brown & Co., Inc., Rochester, N. Y.

Onyx Patent. Badger State Tanning Co., Sheboygan, Wis.

Ooze Calf. American Hide & Leather Co., Boston, Mass.

Opal Oxide Kid. Burk Brothers, Philadelphia, Pa. See Advt. Page 123.

Oray Calf. Albert Trostel & Sons Co., Milwaukee, Wis.

Oriole. I. B. Williams & Sons, Dover, N. H.

Orlando. Geisman, Musliner & Brightman, Inc., New York City.

Oscaria. F. Hecht & Co., Inc., New York City.

Osceola. Fred Rueping Leather Co., Fond du Lac, Wis.

Ostrich. Barnet Leather Co., Inc., Boston, Mass.

Ottawa. C. G. Fleckenstein Co., Muskegon, Mich.

Ottawa. Eagle Ottawa Leather Co., Grand Haven, Mich.

Otter. Monarch Leather Co., Chicago, Ill.

Outing Elk. American Hide & Leather Co., Boston, Mass.

Oxford. J. M. Delaney Co., Inc., Meriden, Conn.

Oxide Kid. Burk Brothers, Philadelphia, Pa. See Advt. Page 123.

P

Pacific Cream Brands. Wagner Leather Co., Stockton, Calif.

Paisley. Geisman, Musliner & Brightman Inc., New York City.

Paramount. Thayer Foss Co., Boston, Mass.

Parisian. Barnet Leather Co., Inc., Boston, Mass.

Pawnee Indian Tan. California Tanning Co., St. Louis, Mo.

Paw Paw. The United States Leather Co., New York City.

Peacock Colors. John R. Evans & Co., Camden, N. J.

Pearlfisher. Geisman, Musliner & Brightman, Inc., New York City.

Peerless California Tanning Co., St. Louis, Mo.

Peerless Matt Cabrettas. John R. Evans & Co., Camden, N. J.

Peerless Sides. Geo. Martin Leather Co., Milwaukee, Wis.

Pelco. Peabody Leather Co., Inc., Quakertown, Pa.

Penn Oak. Kistler Leather Co., Boston, Mass.

Penn Oak. Penn Leather Co., Philadelphia, Pa.

Penn Prince. Kistler Leather Co., Boston, Mass.

Penn Prince. Penn Leather Co., Philadelphia, Pa.

Pennsylvania Oak. Wm. Flaccus Oak Leather Co., Pittsburgh, Pa.

Perfection Oak Harness Leather. Groezinger's Sons, Lancaster, Pa.

Perlac Leathers. H. S. & M. W. Snyder, Inc., Boston, Mass.

Perlustre Kid. Keystone Leather Co., Philadelphia, Pa. See Advt. Page 127.

Perry. J. M. Delaney Co., Inc., Meriden, Conn.

Persian. Monarch Leather Co., Chicago, Ill.

Petosky Silver Lake Brand. Michigan Tanning & Extract Co., Petosky, Mich.

Petty Point Calf. Brandt Leather Co., Norwood, Mass.

Pevee. Pfister & Vogel Leather Co., Milwaukee, Wis.

Phoenix Calf. Albert Trostel & Sons Co., Milwaukee, Wis.

Picadilly. Creese & Cook Co., Boston, Mass.

Piedmont. Wm. Flaccus Oak Leather Co., Pittsburgh, Pa.

Pigaboo. S. M. Gusdorf Co., Indianapolis, Ind.

Pigrayne. Barnet Leather Co., Inc., Boston, Mass.

Pincube. Barnet Leather Co., Inc., Boston, Mass.

Pinehurst. Barnet Leather Co., Inc., Boston, Mass.

Pinseal. Barnet Leather Co., Inc., Boston, Mass.

Pin Seal. R. Neumann & Co., Hoboken, N. J.

Plaid Leather. Radel Leather Mfg. Co., Newark, N. J.

Plaza. Barnet Leather Co., Inc., Boston, Mass.

Polar. Monarch Leather Co., Chicago, Ill.

Polar Chamois. Look for the Bear. Nathan H. Poor Co., Peabody, Mass.

Polka Dot Kids. Moore Leather Co., Boston, Mass.

Polka Dot Kid. Schwarz Bros. Co., Harrison, N. J.

Polo. Barnet Leather Co., Inc., Boston, Mass.

Pony Coat Sheep. Richard Young Co., New York City.

Pony Patent. John J. Riley Co., Woburn, Mass.

Potomac (Shoe Leather Sides). W. D. Byron & Sons, Inc., Williamsport, Md.

Potomac. The United States Leather Co., New York City.

Premier Kid. Premier Leather Co., Boston, Mass.

Premier Patent Sides. Premier Leather Co., Boston, Mass.

P. & V. Leathers. Pfister & Vogel Leather Co., Milwaukee, Wis.

Puritan. B. D. Eisendrath Tanning Co., Racine, Wis.

Pygmalion. Monarch Leather Co., Chicago, Ill.

Python. Barnet Leather Co., Inc., Boston, Mass.

Python. Griess Pflegor Tanning Co., Cincinnati, Ohio.

Q

Quaker City Kid. Quaker City Morocco Co., Philadelphia, Pa.

Quaker City Kid. Standard Kid Mfg. Co. of Delaware, Boston, Mass.

Qualitas Patent Leathers. Amalgamated Leather Companies, Inc., Philadelphia, Pa.

Queen City. Queen City Tanning Co., Cincinnati, Ohio.

Queen of the Oaks. The C. Findeiss Sons Co., Zanesville, Ohio.

R

Racine. B. D. Eisendrath Tanning Co., Racine, Wis.

Rainbow. Geisman, Musliner & Brightman, Inc., New York City.

Rainbow. Moore Leather Co., Boston, Mass.

Rainbow Kid. Schwartz Bros. Co., Harrison, N. J.

Rajah. Barnet Leather Co., Inc., Boston, Mass.

Rajah Lizard. Keystone Reptile Tanners, Inc., Camden, N. J.

Rajah Lizards. Robertson Leather Co., Inc., New York City.

Rani Lizards. Robertson Leather Co., Inc., New York City.

Rattler. Barnet Leather Co., Inc., Boston, Mass.

Rattler. Geisman, Musliner & Brightman, Inc., New York City.

Rayonized Leathers. Moore Leather Co., Boston, Mass.

Rayonized Leathers. Schwarz Bros. Co., Harrison, N. J.

Red Seal Chamois. Lasker & Bernstein, Inc., Newark, N. J.

Redwood. Beeger Tanning Co., Redwood City, Calif.

Reklaw Patent Leather. Victor R. F. Walker Co., Boston, Mass.

Retan. Endicott-Johnson Corp., Endicott, N. Y.

Revanson. Richard Evans & Sons, Johnstown, N. Y.

Revo. Shingle-Gibb Leather Co., Philadelphia, Pa.

Reyco Brand. J. K. Reynolds Co., Chicago, Ill.

Rhino. Drisole Tanning Co., Inc., Cudahy, Wis.

Rib Lake. The United States Leather Co., New York City.

Richmond. J. M. Delaney Co., Inc., Meriden, Conn.

Rio. Geisman, Musliner & Brightman, Inc., New York City.

Ritz. Barnet Leather Co., Inc., Boston, Mass.

Riverside. The United States Leather Co., New York City.

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DIRECTORY of TRADE NAMES and BRANDS of LEATHER

Riverview. Taber-Wheeler Co., Inc., Boston, Mass.

Roans. C. & W. Pyle Co., Inc., Wilmington, Del.

Rock Oak. Chas. A. Schieren Co., Boston, Mass.

Rock Oak Sole. American Oak Leather Co., Cincinnati, Ohio.

Roser's Pigskin Upper Leather. Herman Roser & Son, Inc., Glastonbury, Conn.

Rosewood. Barnet Leather Co., Inc., Boston, Mass.

Ross Krome "Gluvhorse." A. H. Ross & Sons Co., Chicago, Ill.

Royal Calf. American Hide & Leather Co., Boston, Mass.

Royal Extra. Chas. A. Schieren Co., Boston, Mass.

Royalite. American Hide & Leather Co., Boston, Mass.

Royal Sides. American Hide & Leather Co., Boston, Mass.

Ruby Dull Kid. John R. Evans & Co., Camden, N. J.

Ruby Glazed Kid. John R. Evans & Co., Camden, N. J.

Rue-Buck. Fred Rueping Leather Co., Fond Du Lac, Wis.

Rueco. Fred Rueping Leather Co., Fond du Lac, Wis.

Rue-Patent. Fred Rueping Leather Co., Fond du Lac, Wis.

Rue-Pearl. Fred Rueping Leather Co., Fond du Lac, Wis.

Rue-Suede. Fred Rueping Leather Co., Fond du Lac, Wis.

Rugby. Northwestern Leather Co. Trust, Boston, Mass. See Advt. Page 121.

Russide. Northwestern Leather Co. Trust, Boston, Mass. See Advt. Page 121.

Russia Calf. Hunt Rankin Leather Co., Boston, Mass.

Russia-Side. Endicott-Johnson Corp., Endicott, N. Y.

Rybuck. Richard Young Co., New York City.

Ryco. Richard Young Co., New York City.

Rykid. Richard Young Co., New York City.

S

Salamanca. The United States Leather Co., New York City.

Salem Tannage. Leas & McVitty, Inc., Philadelphia, Pa.

Salon Slipper Leather. General Leather Co., Newark, N. J.

Samurai Patent. Eagle-Ottawa Leather Co., Grand Haven, Mich.

Santa Rosa. Barnet Leather Co., Inc., Boston, Mass.

Satin Black Calf. Carl E. Schmidt & Co., Inc., Detroit, Mich.

Satin Finish Kid. Wm. Amer Co., Philadelphia, Pa.

Satin White. Carl E. Schmidt & Co., Detroit, Mich.

kangola
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C. D. BROWN & CO., Inc.
ROCHESTER, N. Y.

Savoy. Barnet Leather Co., Inc., Boston, Mass.

Schlosser. England, Walton & Co., Inc., Philadelphia, Pa.

Schmidt Calf Leathers, The. Carl E. Schmidt & Co., Inc., Detroit, Mich. See Advt. Page 125.

Seminole. Fred Rueping Leather Co., Fond du Lac, Wis.

Seneca. J. M. Delaney Co., Inc., Meriden, Conn.

Seneca Dull. C. D. Brown & Co., Inc., Rochester, N. Y.

Serbian Weave. Greiss, Pfleger Tanning Co., Cincinnati, Ohio.

Serpent. Barnet Leather Co., Inc., Boston, Mass.

Seton. Seton Leather Co., Newark, N. J. See Advt. Page 126.

Shark. Barnet Leather Co., Inc., Boston, Mass.

Shedite. I. B. Williams & Sons, Dover, N. H.

Sheffield. The United States Leather Co., New York City.

Shell Alligator. Greiss, Pfluger Tanning Co., Cincinnati, Ohio.

Sierra Calf and Veals. A. F. Gallun & Sons Corp., Milwaukee, Wis.

Silver. Leather De Luxe Co., New York City.

Silver Lake. Howes Bros. Co., Boston, Mass.

Simba. Geisman, Musliner & Brightman, Inc., New York City.

Skotch. Barnet Leather Co., Inc., New York City.

Slo River. Greiss, Pfleger Tanning Co., Cincinnati, Ohio.

Smithsonian White Kid. P. W. Smith & Sons, Gloversville, N. Y.

Smooth Sides. Northwestern Leather Co. Trust, Boston, Mass. See Advt. Page 121.

Snake. Barnet Leather Co., Inc., Boston, Mass.

"Snake Skins." Robertson Leather Co., Inc., New York City.

Snowflake. Barbour Welting Co., Montello, Mass.

Snowflake. The United States Leather Co., New York City.

Softan. American Hide & Leather Co., Boston, Mass.

Softan-Sole. American Hide & Leather Co., Boston, Mass.

Soft Shu. Radel Leather Mfg. Co., Newark, N. J.

Solidblak. Charles King, Johnstown, N. Y.

Solitaire. Barnet Leather Co., Inc., Boston, Mass.

Sootan. Northwestern Leather Co. Trust, Boston, Mass. See Advt. Page 121.

Spear Brand. H. S. & M. W. Snyder, Inc., Boston, Mass.

Spinna Calf. A. C. Lawrence Leather Co., Peabody, Mass.

Sport Elk. Barnet Leather Co., Inc., Boston, Mass.

Sportette. C. D. Kepner Leather Co., Boston, Mass.

Spring Calf. American Hide & Leather Co., Boston, Mass.

Stadium. Barnet Leather Co., Inc., Boston, Mass.

Stag Brand. American Leather Mfg. Co., Newark, N. J.

Standard Morocco. Schwarz Bros. Co., Harrison, N. J.

Star. The Greiss, Pfleger Tanning Co., Cincinnati, Ohio.

Steerhead. United States Leather Co., New York City.

Sterling Oak. The Sidney Tanning Co., Sidney, Ohio.

Sterling Patent Colt. Bristol Patent Leather Co., Boston, Mass. See Advt. Page 127.

Sterling Patent Kid. Bristol Patent Leather Co., Boston, Mass. See Advt. Page 127.

Stevenson's Side Leather Welting. McAdoo & Allen Welting Co., Quakertown, Pa.

Stormwelt. Barbour Welting Co., Montello, Mass.

Strand. Barnet Leather Co., Inc., Boston, Mass.

Stroller Grains. Carl E. Schmidt & Co., Inc., Detroit, Mich.

StyLeather. Salomon & Phillips, New York City.

Success. Ziegel, Eisman & Co., Newark, N. J.

"Success" Colored and Glazed Black Kangaroo. W. R. Hunt & Co., Chicago, Ill.

Summerdale Tannage. Leas & McVitty, Inc., Philadelphia, Pa.

Sunny. Barnet Leather Co., Inc., Boston, Mass.

Sunpru. C. D. Brown & Co., Inc., Rochester, N. Y.

Sunset. Barnet Leather Co., Inc., Boston, Mass.

Super-Superior. Round S. M. Belting. Western Rawhide & Belting Co., Milwaukee, Wis.

Superior. Flat Leather Belting. Western Rawhide & Belting Co., Milwaukee, Wis.

Supertand. Standard Kid Co. of Delaware, Boston, Mass.

Supreme. C. & W. Pyle Co., Inc., Wilmington, Del.

Surpass Kangaroo. Surpass Leather Co., North Philadelphia, Pa. See Advt. Page 122.

Surpass Kid. Surpass Leather Co., North Philadelphia, Pa. See Advt. Page 122.

Suvalk. Geisman, Musliner & Brightman, Inc., New York City.

Sylva. Parsons Tanning Co., Sylva, N. C.

Sylvan. Barnet Leather Co., Inc., Boston, Mass.

T

Tandrite (Calf). E. Hubschman & Sons, Inc., Philadelphia, Pa. See Advt. Page 124.

Tan Royal. American Hide & Leather Co., Boston, Mass.

Tarpon. Page Belting Co., Concord, N. H.

Tecumseh. The United States Leather Co., New York City.

Texas Indian Tan. Texas Hide & Leather Co., Yoakum, Tex.

Textas Tan (Harness and Sole.) Texas Hide & Leather Co., Yoakum, Tex.

Thorobred. J. S. Barnet & Sons, Lynn, Mass.

Tony. Creese & Cook Co., Boston, Mass.

Thistle. Monarch Leather Co., Chicago, Ill.

Thruwite. Chas. King, Johnstown, N. Y.

Tionesta. The United States Leather Co., New York City.

Tipsi. Griess Pfleger Tanning Co., Cincinnati, Ohio.

Titan Calf. American Hide & Leather Co., Boston, Mass.

Tolco Calf. The Ohio Leather Co., Girard, Ohio.

Tomahawk. United States Leather Co., New York City.

Toxaway. Toxaway Tanning Co., New York City.

Treasure Island. Griess Pfleger Tanning Co., Cincinnati, Ohio.

KEYSTONE LEATHER CO. PHILADA.
KEYSTONE KID TRADE MARK
KEYSTONE
Glazed Kid
"Perlustre Kid"
Genuine Reptiles
Keystone Leather Co., Camden, N.J.
"STERLING"
Patent Colt
and
Patent Kid
PATENT STERLING COLT KID
Bristol Patent Leather Co., Boston

DIRECTORY of TRADE NAMES and BRANDS of LEATHER

Trosco Sides. Albert Trostel & Sons Co., Milwaukee, Wis.

Trostan (Calf & Veals). Albert Trostel & Sons Co., Milwaukee, Wis.

Trostan Red Calf. Albert Trostel & Sons Co., Milwaukee, Wis.

Trotteur Tan. Carl E. Schmidt & Co., Detroit, Mich.

Trout. Geisman, Musliner & Brightman, Inc., New York City.

Trout Brook Glovtan. S. B. Foot & Co., Red Wing, Minn.

Trump Cordovan. J. Lichtman & Sons, Newark, N. J.

Tur Tan. Penn Leather Co., Philadelphia, Pa.

Tuscan Calf. Hunt, Rankin Leather Co., Boston, Mass.

Twentieth Century Kid. McNeely & Price Co., Philadelphia, Pa. See Advt. Page 124.

Twinkle. Fred Rueping Leather Co., Fond du Lac, Wis.

U

Unaka. England Walton & Co., Philadelphia, Pa.

Union. J. H. Hemmerdinger & Son, Brooklyn, N. Y.

United States Leather Co., New York City. See Advt. Page 126.

Unoit Quality. Coakley Leather Co., Manistee, Mich.

Utella Calf. Albert Trostel & Sons Co., Milwaukee, Wis.

Utella Patent Sides. Albert Trostel & Sons Co., Milwaukee, Wis.

Utella Products. Albert Trostel & Sons Co., Milwaukee, Wis.

V

Valencia. Geisman, Musliner & Brightman, Inc., New York City.

Van Tan Insoles. Van Tassel Sole & Leather Corp., Norwich, Conn.

Vaughan's Arctic Sole. Geo. C. Vaughan Co., Peabody, Mass.

Vaughan's Ivory Sole. Geo. C. Vaughan Co., Peabody, Mass.

Vaughan's Sinew Oke. Geo. C. Vaughan Co., Peabody, Mass.

Veedo Black and Colored Suede Calf. New England Tanning Co., Boston, Mass.

Velour. Pfister & Vogel Leather Co., Milwaukee, Wis.

Velskin. Verza Tanning Co., Boston, Mass.

Velva Calf. Albert Trostel & Sons Co., Milwaukee, Wis.

Velvetta Calf. Hunt, Rankin Leather Co., Boston, Mass. See Advt. Page 123.

Venetian. Barnet Leather Co., Boston, Mass.

Venetian. Monarch Leather Co., Chicago, Ill.

Venus. Leather de Luxe Co., New York City.

Vici Kid. R. H. Foerderer, Inc., Philadelphia, Pa.

Victor. J. M. Delaney Co., Inc., Meriden, Conn.

Viking Calf and Veals. A. F. Gallun & Sons Corp., Milwaukee, Wis.

Vinette. Barnet Leather Co., Inc., Boston, Mass.

Virginia. Wm. Flaccus Oak Leather Co., Pittsburgh, Pa.

Vode Kid. Standard Kid Mfg. Co. of Delaware, Boston, Mass.

W

Walk-Dry. C. Anstedt Leather Co., Milwaukee, Wis.

Wallace. The United States Leather Co., New York City.

Wapiti Sides. Albert Trostel & Sons Co., Milwaukee, Wis.

Warwick. Monarch Leather Co., Chicago, Ill.

Water King. Bay State Belting Co., Boston, Mass.

Watersnake. Barnet Leather Co., Inc., Boston, Mass.

Watauga. The United States Leather Co., New York City.

Waukegan Insoles. Griess Pfleger Tanning Co., Cincinnati, Ohio.

Waupaca. Fred Rueping Leather Co., Fond du Lac, Wis.

Wausau. United States Leather Co., New York City.

Waverly. Lindenoid Sole Leather Co., Inc., Newark, N. J.

W. B. & S. Co. Winslow Bros. & Smith Co., Norwood, Mass. See Advt. Page 123.

Weilda Calf. A. C. Lawrence Leather Co., Boston, Mass.

Westan. Round S. M. Belting. Western Rawhide & Belting Co., Milwaukee, Wis.

Westboro. Taber-Wheeler Co., Inc., Boston, Mass.

Whip Snake. Griess Pfleger Tanning Co., Cincinnati, Ohio.

White Oak. Chas. A. Schieren Co., Boston, Mass.

Wilcox. The United States Leather Co., New York City.

Williams Goodyear Welting. I. B. Williams & Sons, Dover, N. H.

Willow Calf. American Hide & Leather Co., Boston, Mass.

Willow Sides. American Hide & Leather Co., Boston, Mass.

Wills Creek. The United States Leather Co., New York City.

Wilshue. Radel Leather Mfg. Co., Newark, N. J.

Windsor. Barnet Leather Co., Inc., Boston, Mass.

Winnebago. Fred Rueping Leather Co., Fond du Lac, Wis.

Witchcraft Tannage. Helburn Thompson Co., Salem, Mass.

W. L. I. Northwestern Leather Co. Trust, Boston, Mass. See Advt. Page 121.

Womshear. A. C. Lawrence Leather Co., Boston, Mass.

Wondertan. F. W. McLanathan & Son, Lawrence, Mass.

Woodland Brown. Carl E. Schmidt Co., Inc., Detroit, Mich.

Wyoming. The United States Leather Co., New York City.

Y

Yellowstone. Barnet Leather Co., Inc., Boston, Mass.

Youngco. Richard Young Co., New York City.

Yucatan. Monarch Leather Co., Chicago, Ill.

Z

Zebrawelt. Barbour Welting Co., Montello, Mass.

Zebu (Sides). Albert Trostel & Sons Co., Milwaukee, Wis.

Zenith Calf. Geo. Martin Leather Co., Milwaukee, Wis.

MISCELLANEOUS TRADE NAMES

A

Ace (Rubber Heels and Taps). Plymouth Rubber Co., Inc., Canton, Mass.

Ace. Shoe Lace Co., Ltd., Providence, R. I.

Ace Shoe Tree. A. R. Anderson & Co., Arlington, N. J.

Acme Shoe Tree. A. R. Anderson & Co., Arlington, N. J.

Admiration Shoe Laces. Max Levison & Co., New York City.

Aerowalk (Cushion Insoles and Heel Cushions). Silverite Gutterman Co., Boston, Mass.

Ahrco. Alfred Hale Rubber Co., Atlantic, Mass.

Airway (Soles and Heels). The Bearfoot Sole Co., Inc., Boston, Mass.

Aladdin (Globe Dip). The Dyo Corp., Dallas, Tex.

Alligator. The Lima Cord Sole & Heel Co., Lima, Ohio.

All-Tone Shoe Cream. The F. A. Blichert Mfg. Co., Chicago, Ill.

Alpha (Wood Heel Screws). United Shoe Machinery Corp., Boston, Mass.

Amba Tip (Shoe Laces). United Lace & Braid Mfg. Co., Cranston, R. I.

American Carton Labels. American Printing & Label Co., Cincinnati, Ohio. See Advt. Page 133.

American Interlocking Shoe Store Chairs. American Seating Co., Chicago, Ill.

American Price Tickets. American Printing & Label Co., Cincinnati, Ohio. See Advt. Page 133.

American Shipping Labels. American Printing & Label Co., Cincinnati, Ohio. See Advt. Page 133.

American Shoe Wrappers. American Printing & Label Co., Cincinnati, Ohio. See Advt. Page 133.

Anchor Raw Hide Shoe Laces and Cut Lacing. California Tanning Co., St. Louis, Mo.

Apt Shoe Tree. A. R. Anderson & Co., Arlington, N. J.

Arco Taps. Auburn Rubber Co., Auburn, Ind.

Arion. Seamans & Cobb, Hopkinton, Mass.

Aristocrat. Providence Braid Co., Providence, R. I.

Aristocrat Heels. Vulcan Corp., Portsmouth, Ohio.

Armortred (Soles and Heels). Quabaug Rubber Co., North Brookfield, Masss. See Advt. Page 130.

Armstrong's Cork Bottom Filler. Armstrong Cork Co., Lancaster, Pa.

Armstrong's Cork Box Toes. Armstrong Cork Co., Lancaster, Pa.

Armstrong's Cork Counters. Armstrong Cork Co., Lancaster, Pa.

Armstrong's Korxole. Armstrong Cork Co., Lancaster, Pa.

Armstrong's Linosole (for Slip Insoles). Armstrong Cork Co., Lancaster, Pa.

B

Bag White. Packard Dressing Co., Stoughton, Mass.

Banday Basque (Shoe Fabric). Winkler Thompson Co., Inc., New York City.

Barbourwelt. Barbour Welting Co., Brockton, Mass.

Beaded Tip (Shoe Laces). United Lace & Braid Mfg. Co., Cranston, R. I.

Beadwelt. Barbour Welting Co., Brockton, Mass.

Bearfoot (Soles and Heels). The Bearfoot Sole Co., Inc., Boston, Mass.

Beauteex (Polishes). The Cavalier Corp., Baltimore, Md.

Bed Rock. Seamans & Cobb Co., Hopkinson, Mass.

Bestola. American Shoe Polish Co., Chicago, Ill.

Best-On (Heel Lining Repairers). Silverite Gutterman Co., Boston, Mass.

Besto (Shoe Bottom Filler). North American Chemical Co., Boston, Mass.

Beverly. Seamans & Cobb, Hopkinton, Mass.

Big Chief. Providence Braid Co., Providence, R. I.

Blue Bird Shoe Polish. Fieth Bros. Co., Kansas City, Mo.

Blue Line of Findings. Silverite Gutterman Co., Boston, Mass.

Bond Street Spats. The Williams Mfg. Co., Portsmouth, Ohio.

Bonny Black. Packard Dressing Co., Stoughton, Mass.

Bonny Brown. Packard Dressing Co., Stoughton, Mass.

Bostonian Shoe Cream. Whittemore Bros. Corp., Boston, Mass.

Boyer's (Cleansers and Polishers). Boyer & Co., Philadelphia, Pa.

Boys' Kicker Toe. The Lima Cord Sole & Heel Co., Lima, Ohio.

Bradstone. Bradstone Rubber Co., Woodbine, N. J.

Brannock Device, The (Foot Measurements). The Brannock Device Co., Syracuse, N. Y.

Brannock Scientific Foot-Measuring Device. The Brannock Device Co., Syracuse, N. Y.

Brastoco. Bradstone Rubber Co., Woodbine, N. J.

Bright-O. Packard Dressing Co., Stoughton, Mass.

Buck Duck—Buck and Duck Bleach. I. Nachmann, Brooklyn, N. Y.

Buddy Heels. Quabaug Rubber Co., North Brookfield, Mass.

Burlite Insoles. Kenworthy Bros. Co., Stoughton, Mass.

C

Camelfoot Taps. Auburn Rubber Co., Auburn, Ind.

Capitol Shoe Dressing. E-Jay-R Mfg. Co., Baltimore, Md.

Capitol Shoe Laces. Berk Lace & Braid Mfg. Co., Providence, R. I.

Carrybags. Cohoes Envelope Co., Inc., Cohoes, N. Y.

Carton Labels. Tolman Print, Inc., Brockton, Mass.

Cat's Paw Rubber Heels. Foster Rubber Co., Boston, Mass.

Cavalier (Polishes). The Cavalier Corp., Baltimore, Md.

Celastic (Box Toe). United Shoe Machinery Corp., Boston, Mass.

Centashine. American Shoe Polish Co., Chicago, Ill.

Challenge. Summit Thread Co., East Hampton, Conn.

Checkerwelt. Barbour Welting Co., Brockton, Mass.

Chic Liquid Suede Dressing. Whittemore Bros. Corp., Cambridge, Mass.

Chieftain Polishes. Chieftain Mfg. Co., Baltimore, Md.

Cinderella (Shoe Dressings). Everett & Barron Co., Providence, R. I.

Clark Spats. C. F. Clark, Inc., Chicago, Ill.

Claw Tip Shoe Laces. Berk Lace & Braid Mfg. Co., Providence, R. I.

Cleanall Spot Remover. Whittemore Bros. Corp., Boston, Mass.

Clean-O. Packard Dressing Co., Stoughton, Mass.

Cleanup (Kid Leather Cleaner). I. R. Merriam, Dorchester, Mass.

Cleco (Web Belting). United Shoe Machinery Corp., Boston, Mass.

Climax (Brushes). United Shoe Machinery Corp., Boston, Mass.

C'ment-On Soles. Auburn Rubber Co., Auburn, Ind.

Collegiate. Barbour Welting Co., Brockton, Mass.

Colorshine Polishes. Chieftain Mfg. Co., Baltimore, Md.

Columbia Rubber Heels. Taunton Rubber Co., Taunton, Mass.

Compo (Process). Compo Shoe Machinery Corp., New York, N. Y. and Boston, Mass. See Advt. Page 105.

Compo (Solvent). Compo Shoe Machinery Corp., Boston, Mass. and New York, N. Y. See Advt. Page 105.

Cordo-Hyde Laces. O. A. Miller Treeing Machine Co., Brockton, Mass. See Advt. Page 132.

Corona (Leather Cleaner). F. P. Lagomarsino & Co., Philadelphia, Pa.

"Coverite" Shoe Paper. National Fabric & Finishing Co., Boston, Mass.

"Crawford" (Arch Supporting Shank). United Shoe Machinery Corp., Boston, Mass.

Cream-O. Packard Dressing Co., Stoughton, Mass.

Cream Polish. Packard Dressing Co., Stoughton, Mass.

Cresmet Brand Shoe Horns. J. L. Sommer Mfg. Co., Newark, N. J.

Crosscut. Barbour Welting Co., Brockton, Mass.

Crown. Summit Thread Co., East Hampton, Conn.

Cuboids (Arch Supports): Homer-Alden Co., No. Attleboro, Mass.

D

Dainty White. American Shoe Polish Co., Chicago, Ill.

Daisy White Cleaner. E-Jay-R Mfg. Co., Baltimore, Md.

Dalo. Arden Box Toe Co., Watertown, Mass.

Damp Pruf Soles. Van Tassel Sole & Leather Corp., Norwich, Conn.

Darex—Insulating Soles and Heels. Dewey & Almy Chemical Co., Cambridge, Mass. See Advt. Back Cover.

Darex—Gold Seal Shoe Cements. Dewey & Almy Chemical Co., Cambridge, Mass. See Advt. Back Cover.

Deauville Dyes. Deauville Import Corp., N. Y. C.

Defiance Hose Saver. Lyons Hose Protector Co., Omaha, Neb.

Delawear (Soles and Heels). Essex Rubber Co., Trenton, N. J.

Derby Brand (Shoe Laces). General Shoe Lace Co., Louisville, Ky.

Diamond Brand Fast Color Eyelets. United Fast Color Eyelet Co., Boston, Mass.

Dr. Lyons Arch Support. Lyons Hose Protector Co., Omaha, Neb.

Dr. Lyons Metatarsal Pads. Lyons Hose Protector Co., Omaha, Neb.

Dr. Scholl's Anterior Metatarsal Arch Supports. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Foot-Eazer Arch Supports. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Surgical Ach Supports. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Tri-Spring Arch Supports. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Tru-Span Arch Supports. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Walk-Strate Arch Supports. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Digito. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Toe Flex. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Bromidrosis Powder. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Pedico Corn Salve. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's "3" Necessities. The Scholl Mfg. Co., Inc., Chicago, Ill.

MISCELLANEOUS TRADE NAMES

Dr. Scholl's Fixo Corn Plasters. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Zino-Pads. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Zino-Ox-Pads. The Scholl Mfg. Co., Chicago, Ill.

Dr. Scholl's Nu Grip Heel Liner. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Walk-Strates. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Bunion Reducer. The Scholl Mfg. Co., Chicago, Ill.

Dr. Scholl's Chilblain Lotion. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Corn Salve. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Foot Balm. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Foot Comfort Specialties. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Foot Powder. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Foot Soap. The Scholl Mfg. Co., Chicago, Ill.

Dr. Scholl's Nu-Grip Heel Liner. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Heel Cushions. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's "2" Drop Corn Remedy. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Toe Flex. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Zino Pads. The Scholl Mfg. Co., Inc., Chicago, Ill.

Doetex Quarter Lining. Seamans & Cobb Co., Hopkinton, Mass.

Donavan's Policeman and Fireman Shoe Bunion & Corn Protector. James E. Donavan, Medfield, Mass.

Double Deck. Barbour Welting Co., Brockton, Mass.

Double Duty (Soles). The B. F. Goodrich Co., Akron, Ohio.

Doubletwill Shoe Lining. National Fabric & Finishing Co., Boston, Mass.

Dresswelt. Barbour Welting Co., Brockton, Mass.

Dr. Scholl's Arch Fitter. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Foot Measure and Shoe Size Indicator. The Scholl Mfg. Co., Chicago, Ill.

Dr. Scholl's Pedo-graph. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Walk-Meter. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dreswel Rubber Heels. Travelite Rubber Co., Inc., Boston, Mass.

Dryden Double Wear Rubber Heels and Sport Soles. Dryden Rubber Co., Chicago, Ill.

Du-Flex Gristle. Avon Sole Co., Avon, Mass.

Du-Flex (Soles and heel). Avon Sole Co., Avon, Mass.

Duralite (for rubber soles and heels). Essex Rubber Co., Trenton, N. J. (M)

Dyo (Polish) Oil Dyes, Cleaner, Powders and Cleaner Liquids. The Dyo Corp., Dallas, Tex.

E

Eagle Brand. The American Shoe Polish Co., Chicago, Ill.

Eagle Heel Grip. The National Shoe Specialty Co., Denver, Colo.

Economy. Tyer Rubber Co., Andover, Mass.

Economy Fibre Taps. Travelite Rubber Co., Boston, Mass.

Eddie's Everlasting (Black Dye). For changing all colored leathers black. The E-Jay-R Mfg. Co., Baltimore, Md. See Advt. Page 132.

Empress. The Lima Cord Sole & Heel Co., Lima, Ohio.

Erco. Essex Rubber Co., Inc., Trenton, N. J.

Essex (Rubber Heels). Essex Rubber Co., Inc., Trenton, N. J.

Etco. Elastic Tip Co., Boston, Mass.

Everlasting Black Dye. E-Jay-R Mfg. Co., Baltimore, Md. See Advt. Page 132.

F

Fabriclean. American Shoe Polish Co., Chicago, Ill.

Fabsta (Inside Back-Stay). National Fabric & Finishing Co., Boston, Mass.

Fairy Flex-i-Forms, for Salesmen's Samples. Shoe Form Co., Inc., Auburn, N. Y.

Fairy Forms for Displaying Hosiery. Shoe Form Co., Inc., Auburn, N. Y.

Fairy Forms, for Sample Shoes. Shoe Form Co., Inc., Auburn, N. Y.

Fancy White Heel and Edge Enamel. E-Jay-R. Mfg. Co., Baltimore, Md.

Faultless Bronze Dressing. E-Jay-R Mfg. Co., Baltimore, Md.

Featherweight. Elastic Tip Co., Boston, Mass.

Featherwelt. Barbour Welting Co., Brockton, Mass.

"Fibleco" Stay Material. National Fabric & Finishing Co., Boston, Mass.

First Quality (Rubber Heels). Essex Rubber Co., Inc., Trenton, N. J.

Fleur-de-Lis Cleaning Fluid (A spot remover). Shu-Milk Products Corp., Orange, N. J.

Flex-to-Fit Fairy Lasts, Keep Shoe New. Shoe Form Co., Inc., Auburn, N. Y.

Foot-Easer. The Scholl Mfg. Co., Inc., Chicago, Ill.

Foot-Right Arch. Homer-Alden Co., No. Attleboro, Mass.

Foot-Right Heel Cushions. Homer-Alden Co., No. Attleboro, Mass.

Foster Orthopedic Rubber Heels. Foster Rubber Co., Boston, Mass.

4ever Black Eye. The E-Jay-R-Mfg. Co., Baltimore, Md.

G

G. General (Shoe Laces). General Shoe Lace Co., Louisville, Ky.

Gem Grand (Shoe Horns). J. L. Sommer Mfg. Co., Newark, N. J.

Gilco. E. T. Gilbert Mfg. Co., Rochester, N. Y.

Gilliam Neverslip. H. L. Hymes Mfg. Co., New York City.

Gilt Edge. Whittemore Bros. Corp., Boston, Mass.

Glace. Everett & Barron Co., Providence, R. I.

Glenco. Glencairn Mfg. Co., Pawtucket, R. I.

Globe Brand (Shoe Horns). J. L. Sommer Mfg. Co., Newark, N. J.

Glycerine Dressing. Packard Dressing Co., Stoughton, Mass.

Gold Coast. L. Klein, Inc., Chicago, Ill.

Daret (For soles, coounters, toes, etc.). Dewey & Almy Chemical Co., North Cambridge, Mass. See Back Cover.

Golden Eagle. St. Louis Braid Co., St. Louis, Mo.

Gold Spot Sole Leather (Bends, Cut Soles). Graton & Knight Co., Worcester, Mass.

Goodrich Rubber Heels. B. F. Goodrich Rubber Co., Akron, Ohio.

Goodwear Shoe Laces. Berk Lace & Braid Mfg. Co., Providence, R. I.

Goodyear Wingfoot Cement. Goodyear Tire & Rubber Co., Akron, Ohio.

Goodyear Wingfoot Heels. The Goodyear Tire & Rubber Co., Inc., Akron, Ohio.

Goodyear Wingfoot Soles. Goodyear Tire & Rubber Co., Akron, Ohio.

Soles Armortred Heels
Tread on Armortreds
QUABAUG RUBBER CO.
North Brookfield, Mass.

RAJAH HALE
The New
RAJAH SOLE
Sets New Standards of Comfort and Value
ALFRED HALE RUBBER CO.
Established 1837
NORTH QUINCY, MASS.

HOOD
RUBBER FOOTWEAR—CANVAS SHOES
RUBBER FLOOR TILING — RUBBER SOLES AND HEELS
HOOD RUBBER COMPANY
Watertown Massachusetts

MLC
Creators—Designers—Producers of Fine Lasts
MORTON LAST CO., CINCINNATI, OHIO

MISCELLANEOUS TRADE NAMES

Grako. (Finders' oak sole leather, bends, strips, etc.) Graton & Knight Co., Worcester, Mass.

Grandpa (Hosiery). Thomas Mills, Inc., High Point, N. C.

Greer. Frederic, Arch-Shank Co., Chicago, Ill.

Gripper Nonslip Heel Linings. Silverite Gutterman Co., Boston, Mass.

Gro-Cord. Lima Cord Sole & Heel Co., Lima, Ohio.

Gugenheim (Buckles and Shoe Ornaments). M. Gugenheim, Inc., New York City.

H

Halesole. Alfred Hale Rubber Co., Atlantic, Mass.

Hatchet Brand (Dieing Out Blocks). United Shoe Machinery Corp., Boston, Mass.

Hayden. Seamans & Cobb, Hopkinton, Mass.

Heavy Duty Sole. The Lima Cord Sole & Heel Co., Lima, Ohio.

Heel-O. Packard Dressing Co., Stoughton, Mass.

Helmet Brand (Dieing Out Blocks). United Shoe Machinery Corp., Boston, Mass.

Henfer. St. Louis Braid Co., St. Louis, Mo.

Hiker (Rubber Heels). Essex Rubber Co., Trenton, N. J.

Ho-Boy (Hosiery). Thomas Mills, Inc., High Point, N. C.

Homestead. Tyer Rubber Co., Andover, Mass.

Hood. Hood Rubber Co., Inc., Watertown, Mass. See Advt. Page 130.

Hosiery Carrybags. Cohoes Envelope Co., Inc., Cohoes, N. Y.

House of Original Ideas. Excelsior Belt & Buckle Co., Inc., New York City.

House With Good Lines. Silverite Gutterman Co., Boston, Mass.

Hub Gore A. Hub Gore Makers, Everlastik, Inc., Chelsea, Mass.

Hub Gummed Leather Insoles. A. C. Lawrence Leather Co., Boston, Mass.

Hub Tip (Shoe Laces). Frank W. Whitcher Co., Boston, Mass.

Hudson Warranted Gore. Thomas Taylor & Sons, Hudson, Mass.

Hy-Gloss (Shoe Polish Paste). The F. A. Blichert Mfg. Co., Chicago, Ill.

Hylo Boot Tops. Tweedie Boot Top Co., Jefferson City, Mo.

Hy-Tex. The F. A. Blichert Mfg. Co., Chicago, Ill.

I

Ideal Easy Tread Rubber Heels. Ideal Rubber ber Heel Mfg. Co., Chelsea, Mass.

Ideal Spats. Manolis Mfg. Co., Chicago, Ill.

I. L. X. Button and Boot Hooks. J. L. Sommer Mfg. Co., Newark, N. J.

Imperial (Chrome Strips). Guy Lee Leather Co., Philadelphia, Pa.

Invisible Middlesole. Beckwith Mfg. Co., Boston, Mass.

Iron-Clad (Hosiery). Cooper Wells & Co., St. Joseph, Mich.

It Hose Protector. It Shoe Polish Co., Baltimore, Md.

It Neutral Shoe Cream. It Shoe Polish Co., Baltimore, Md.

It's the Kounter That Kounts. H. Jacob & Sons, Inc., Brooklyn, N. Y.

It Stick. It Shoe Polish Co., Baltimore, Md.

It White Shoe Cleaner. It Shoe Polish Co., Baltimore, Md.

I-X-L Spot Remover. The E-Jay-R-Mfg. Co., Baltimore, Md.

J

Jack's Aluminum Taps. Chicago Theatrical Shoe Co., Chicago, Ill.

Jackson's Brazilian Shoe Cream. Frank Jackson Co., Chicago, Ill.

Japerica Twist. Seamans & Cobb Co., Hopkinton, Mass.

Jico (Buckles and Woven Sandals). Jefferson Import Co., Inc., New York City.

Jiffy Heel Protector for the Automobile Girl. Onondaga Hide & Leather Co., Syracuse, N. Y.

Jiff-O. Packard Dressing Co., Stoughton, Mass.

Jiffy-On Heels and Top Lifts. Coulson Heel Co., Hanover, Pa.

Jung's Arch Braces. The Jung Arch Brace Co., Cincinnati, Ohio.

K

Kaneva. Kenworthy Bros. Co., Stoughton, Mass.

Kant Slip (Heel Grip). Ratcliff Sales & Products Co., Columbus, Ohio.

Kappner's Cuboid Metatarsal Cushioned Arch Supports. The Kappner Mfg. Co., Inc., Cincinnati, Ohio.

Kappner's Foot Form Arch Adjuster. The Kappner Mfg. Co., Inc., Cincinnati, Ohio.

Kappner's Red Eye Corn, Callous, Bunion Pads. The Kappner Mfg. Co., Inc., Cincinnati, Ohio.

Kappner's (9) Red Eye Foot Comfort Remedies. The Kappner Mfg. Co., Inc., Cincinnati, O.

Kemisuede (Quarter Lining). Seiberling Rubber Co., Akron, O.

Kendex. Kenworthy Bros. Co., Stoughton, Mass.

Kenide Quarter Lining Material. Kenworthy Bros. Co., Stoughton, Mass.

Ken Kote. Kenworthy Bros. Co., Stoughton, Mass.

Kicker Toe Wears Like a Pig's Nose (fore sole and fabric for shoes). The Lima Cord Sole & Heel Co., Lima, Ohio.

King. Shoe Ornaments. C. G. King Co., Providence, R. I. See Advt. Page 87.

King B. The Lima Cord Sole & Heel Co., Lima, Ohio.

Klas-E Heel Covers for the Automobile Girl. Onondaga Hide & Leather Co., Syracuse, N. Y.

Klassic. (Shoe Ornaments). Abe Manheimer & Co., Inc., St. Louis, Mo.

Klassy White. Packard Dressing Co., Stoughton, Mass.

Klenall. P. P. Lagomarsino & Co., Philadelphia, Pa.

Klean Kutt (Nail-Tacks). United Shoe Machinery Corp., Boston, Mass.

Klip-Klap Beach Sandals. Vulcan Corp., Portsmouth, Ohio.

Klondyke. St. Louis Braid Co., St. Louis, Mo.

Knobby Welt. Barbour Welting Co., Brockton, Mass.

Kolor Kleen Polishes. Chieftain Mfg. Co., Baltimore, Md.

Korite Triple-Klean. Korite, Inc., Boston, Mass.

Korxole (Armstrong's). Armstrong Cork Co., Lancaster, Pa.

Kris-Kros Sport Soles and Heels. Auburn Rubber Co., Auburn, Ind.

Kydet Shoe Cream. Barton Mfg. Co., St. Louis, Mo.

L

La Mode (Polishes). The Cavalier Corp., Baltimore, Md.

Laurel (Shoe Laces). John Lawrie & Sons, Chicago, Ill.

Leather Plus Soles. Van Tassel Sole & Leather Corp., Norwich, Conn.

Leatherwite White Kid Cleaner. I. Nachmann, Brooklyn, N. Y.

"Le Amco". (Shoe Ornaments). Abe Manheimer & Co., Inc., St. Louis, Mo.

Leatheroid. Rogers Fiber Co., Boston, Mass.

Levelwalk Heel Cushions. Silverite Gutterman Co., Boston, Mass.

Lidresco. Liberty Dressing Co., Inc., Gloversville, N. Y.

Lightning Black Dye. Whittemore Bros. Corp., Boston, Mass.

Lincoln Heels. Quabaug Rubber Co., North Brookfield, Mass.

Linosole (Armstrong's). Armstrong Cork Co., Lancaster, Pa.

Lintong. (Shoe Fabric). Winkler Thompson Co., Inc., New York City.

Longwear (Shoe Laces). General Shoe Lace Co., Louisville, Ky.

Low Relief Soles. Auburn Rubber Co., Auburn, Ind.

Lox-rite (Green Tube-Blue Tube—Shoe Thread-Braided) Providence Braid Co., Pawtucket, R. I.

Lustro. American Shoe Polish Co., Chicago, Ill.

Lynco Muscle Building Arch Cushions. Kleistone Rubber Co., Inc., Warren, R. I.

Lyons Combination Hose Protector & Heel Rest. Lyons Hose Protector Co., Omaha, Neb.

Lyons Hose Protector. Lyons Hose Protector Co., Omaha, Neb.

Lyons Kemi-Suede Felt Heel Cushions (3 Sizes). Lyons Hose Protector Co., Omaha, Neb.

Lyons Kemi-Suede Felt and Rubber Heel Cushions. Lyons Hose Protector Co., Omaha, Neb.

Lyons Kemi-Suede Rubber Heel Cushions (3 Sizes). Lyons Hose Protector Co., Omaha, Neb.

Lyons Kemi-Suede Heel Liner. Lyons Hose Protector Co., Omaha, Neb.

Lyons Kemi-Suede Heel Seats (3 Sizes). Lyons Hose Protector Co., Omaha, Neb.

Lyons Kemi-Suede Rubber Heel Strait. Lyons Hose Protector Co., Omaha, Neb.

Lyons Paramount Sav-Hose. Lyons Hose Protector Co., Omaha, Neb.

M

Mapleleaf Heels. Quabaug Rubber Co., North Brookfield, Mass.

Marathon Heels. Goodyear Tire & Rubber Co., Akron, O.

Marcelle (Fabric). Deauville Import Corp., N. Y. C.

Mason's Liquid Dressing (White, Black, Neutral). Jas. S. Mason & Co., Upper Darby, Pa.

Mason's Modern Shines (Black, Tan, Brown, Oxblood). Jas. S. Mason & Co., Upper Darby, Pa.

Mason's Original Challenge Blacking. Jas. S. Mason & Co., Upper Darby, Pa.

Master Tread (Rubber Soles). Essex Rubber Co., Inc., Trenton, N. J.

Matson Fabric Tip. Shoe Lace Co., Ltd., Providence, R. I.

Measu-Rite. Foot Measurite, Inc., Marbridge Bldg., N. Y. C.

Meltonian Cream. Salomon & Phillips, New York City.

"Meyer Maid" (Shoe Cartons). Frank C. Meyer Co., Inc., Brooklyn, N. Y.

"Meyer-Quality-Service." Frank C. Meyer Co., Chicago, Ill.

MH (Monogram) (for wood heels). United Shoe Machinery Corp., Paterson, N. J. (M)

Miami-White (Shoe Cleaner). The F. A. Blichert Mfg. Co., Chicago, Ill.

Mid Tex (for uppers). Cohen, Goldman & Co., Inc., New York, N. Y.

Milady (Creams and shoe dressings of all kinds). The Dyo Corp., Dallas, Texas.

Miller Fabric Laces. O. A. Miller Treeing Machine Co., Brockton, Mass. See Advt. Page 132.

Miller Shoe Trees, Stretchers, Boot Hooks and Boot Jacks. O. A. Miller Treeing Machine Co., Brockton, Mass. See Advt. Page 132.

Milton. Seamans & Cobb, Hopkinton, Mass.

Mitchellace. Mitchell Mfg. Co., Portsmouth, O.

M. L. C. Morton Last Co., Inc., Cincinnati, O.

Modernist (Soles and Heels). Hood Rubber Co., Inc., Watertown, Mass.

Monogram (Heels, Soles, Taps, etc.). Panther Rubber Mfg. Co., Stoughton, Mass.

Monogram. Seamans & Cobb, Hopkinton, Mass.

Morton Lasts. Morton Last Co., Inc., Cincinnati, Ohio. See Advt. Page 130.

MISCELLANEOUS TRADE NAMES

Mousam Fibre Counter, The. Rogers Fiber Co., Boston, Mass.

Munson Service Sole. The Lima Cord Sole & Heel Co., Lima, Ohio.

N

Nachmann Black Satin Dye. I. Nachmann, Brooklyn, N. Y.

Nachmann Glazed Kid Cleaner & Polish. I. Nachmann, Brooklyn, N. Y.

Natural Tip—Shoe Laces. Hutmacher Braiding Co., Paterson, N. J.

Neatip. St. Louis Braid Co., St. Louis, Mo.

Nebco Brand. Berk Lace & Braid Mfg. Co., Providence, R. I.

Neo (Powder form shoe cleaner). The F. A. Blichert Mfg. Co., Chicago, Ill.

Nerv-Ease (Foot appliances). Nerv-Ease Foot Appliance Co., Whippany, N. J.

Neverax (Shoe Racks, Carriers and Fixtures). United Shoe Machinery Corp., Boston, Mass.

Neverbreak Chrome Shoe Laces and Cut Lacing. California Tanning Co., St. Louis, Mo.

Neverdull-Transparent and colors. I. Nachmann, Brooklyn, N. Y.

Newene (Cleaning Fluid). I. Nachmann, Brooklyn, N. Y.

New Era Polishing Paste. Whittemore Bros., Cambridge, Mass.

New Knapp. The Rex Oil Co., Pittsburgh, Pa.

Nifty. American Shoe Polish Co., Chicago, Ill.

Nifty Hose Saver. It Shoe Polish Co., Inc., Baltimore, Md.

Nomar (Composition Soles). Essex Rubber Co., Inc., Trenton, N. J.

No-Metal-Tip (Shoe Laces). Frank W. Whitcher Co., Boston, Mass.

Norfolk. Seamans & Cobb, Hopkinton, Mass.

Nova. American Shoe Polish Co., Chicago, Ill.

Nova Twist. Seamans & Cobb Co., Hopkinton, Mass.

Nufashond. Narrow Fabric Co., Reading, Pa.

Nustep Rubber Heels. Dryden Rubber Co., Chicago, Ill.

Nutone Sport Soles. Panther Rubber Mfg. Co., Stoughton, Mass.

Nuway. American Shoe Polish Co., Chicago, Ill.

Nu White. Packard Dressing Co., Stoughton, Mass.

O

Oil Paste Shine Polish. Whittemore Bros. Corp., Boston, Mass.

Old English (A neutral creme for all smooth leathers). Shu-Milk Products Corp., Orange, N. J.

Old Reliable (Shoe Laces). Frank W. Whitcher Co., Boston, Mass.

Once Innersoles. Brown Co., Portland, Me.

Oriental Brand Shoe Horns. J. L. Sommer Mfg. Co., Newark, N. J.

Ostwend Tweed. Winkler Thompson Co., New York City.

O'Sullivan's Heels. O'Sullivan Rubber Co., Inc., New York City.

Overland Rubber Heels. Taunton Rubber Co., Taunton, Mass.

Owl Brand. P. P. Lagomarsino & Co., Philadelphia, Pa.

P

Panama Cloth. Winkler Thompson Co., New York City.

Panther Sport Soles. Panther Rubber Mfg. Co., Stoughton, Mass.

Panther Sure-Step Heels. Panther Rubber Mfg. Co., Stoughton, Mass.

Panther Tread Soles. Panther Rubber Mfg. Co., Stoughton, Mass.

Patent Sized Products. F. W. Rausolb Co., Medford, Mass.

Pawnee Indian Tan Shoe Laces. California Tanning Co., St. Louis, Mo.

Peerless (Rubber Heels). Taunton Rubber Co., Taunton, Mass.

Peerless Shoe Laces and Cut Lacing. California Tanning Co., St. Louis, Mo.

Perfecsole Cushion Insoles. Silverite Gutterman Co., Boston, Mass.

Perfection. The Elastic Tip Co., Boston, Mass.

Perfection Brand. The American Shoe Polish Co., Chicago, Ill.

Perfection Overgaiters. Perfection Overgaiter Co., Burlington, Vt. See Advt. Page 87.

Perfection Shoe Buttons. Abe Manheimer & Co., Inc., St. Louis, Mo.

Perfection Spats. Perfection Overgaiter Co. Burlington, Vt. See Advt. Page 87.

Perfumo. The Rex-Oil Co., Pittsburgh, Pa.

Plykid Covering cloth-quarter-lining stock. Plymouth Rubber Co., Inc., Canton, Mass.

Plymouth-crepe soles. Plymouth Rubber Co., Inc., Canton, Mass.

Plymouth Products (Shoe horns, heel plates, lace tips, etc.). The Plymouth Stamped Metal Co., Galion, O.

"Plymouth Rivets" (Last Rivets). Cobb & Drew, Inc., Plymouth, Mass.

Plymouth (Rubber Heels and Taps-Slab Soling). Plymouth Rubber Co., Inc., Canton, Mass.

Plytex (Rubber Soles). Essex Rubber Co., Inc., Trenton, N. J.

Polly Clip (for Shoe Price Tickets). M. D. Pollinger Co., St. Louis, Mo. See Advt. Page 101.

Polly Shoe Holder for Corrective Shoes. M. D. Pollinger Co., St. Louis, Mo. See Advt. Page 101.

Polo Sport Soles. Moulded Rubber Co., Taunton, Mass. See Advt. Page 132.

Polyshine (Shoe Polish). Rochester Polish Corp., Rochester, N. Y.

Politype (Boot and Shoe Repairing Machine). Emile James, New York City.

Ponagansett. Shoe Lace Co., Ltd., Providence, R. I.

Pontan (Quarter Lining Material). United Shoe Machinery Corp., Boston, Mass.

Prince G. Lima Cord Sole & Heel Co., Lima, Ohio.

Princess Cream. Packard Dressing Co., Stoughton, Mass.

Princess Gold. Packard Dressing Co., Stoughton, Mass.

Princess Silver. Packard Dressing Co., Stoughton, Mass.

Princess White. Packard Dressing Co., Stoughton, Mass.

Purewhite. Packard Dressing Co., Stoughton, Mass.

Q

Quality A Plus. Bradstone Rubber Co., Woodbine, N. J.

Queen C. The Lima Cord Sole & Heel Co., Lima, Ohio.

MILLER SHOE TREES
AND
CORDO-HYDE LACES
O. A. MILLER TREEING MACHINE CO.
BROCKTON, MASS.

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We originate and print the majority of shoe carton labels used by the shoe trade. Write for sketches, stating your preference for color scheme, reading matter, etc.
TOLMAN PRINT, Inc.
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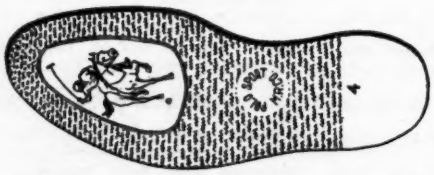
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MISCELLANEOUS TRADE NAMES

R

Racquel. Winkler-Thompson Co., Inc., New York City.

Radio Polish. Packard Dressing Co., Stoughton, Mass.

Radium. Summit Thread Co., East Hampton, Conn.

Rainbow (for rubber sandals and footholds). I. B. Kleinert Rubber Co., New York, N. Y. (M)

Rajah Prince of Soles. Alfred Hale Rubber Co., Atlantic, Mass. See Advt. Page 130.

Rajah Web Grip. Alfred Hale Rubber Co., Atlantic, Mass. See Advt. Page 130.

Rambler Heels. Quabaug Rubber Co., North Brookfield, Mass.

Rauskolb Gold Leaf. F. W. Rauskolb Co., Medford, Mass.

Rayon (Shoe Lace). St. Louis Braid Co., St. Louis, Mo.

Ready-To-Attach Heels. Benj. W. Freeman Heel Co., St. Louis, Mo.

Realite (Rubber Soles). Essex Rubber Co., Trenton, N. J.

Real Tip Shoe Laces. Berk Lace & Braid Mfg. Co., Providence, R. I.

Redbird. St. Louis Braid Co., St. Louis, Mo.

Red-line-in. National Fabric & Finishing Co., Boston, Mass.

Recklaw Frayproof Lining. Victor R. F. Walker Co., Boston, Mass.

Regent (for heels). United States Rubber Co., New York, N. Y. (M)

Reliable (Non-Toxic Leather Dye). The F. A. Blichert Mfg. Co., Chicago, Ill.

Repco. United Shoe Machinery Corp., Boston, Mass.

Retriever (Hosiery). Thomas Mills, Inc., High Point, N. C.

Rex-Oil. The Rex Oil Co., Pittsburgh, Pa.

Rex Vanishing Shoe Cream (Tubes). The Rex-Oil Co., Pittsburgh, Pa.

Reyco (Shoe Ornaments). The Reynolds Co., Providence, R. I.

Rival Taps. Auburn Rubber Co., Auburn, Ind.

Rofico Fibre. Rogers Fibre Co., Boston, Mass.

Rogers Fibre Counters. Rogers Fibre Co., Boston, Mass.

Royal. Summit Thread Co., East Hampton, Conn.

Royal Bends and Taps. Guy Lee Leather Co., Philadelphia, Pa.

Royal "T." The Lima Cord Sole & Heel Co., Lima, Ohio.

Rud-Lift (Top Lifts). Rudman Mfg. Co., Indianapolis, Ind.

Rushur Wearproof Shoe Lining. National Fabric & Finishing Co., Boston, Mass.

S

Satin Lustre. Packard Dressing Co., Stoughton, Mass.

Satintone. The Rex-Oil Co., Pittsburgh, Pa.

Scientific Foot Measure, The. The Brannock Device Co., Syracuse, N. Y.

Seaco (Shoe Threads). Seamans & Cobb Co., Hopkinton, Mass.

Sealed Soles. Sears, Roebuck & Co., Chicago, Ill.

Seco-fil. Summit Thread Co., East Hampton, Conn.

Seiberling Heels. Seiberling Rubber Co., Akron, Ohio.

Self-Adjusting Shoe Trees. Vulcan Corp., Portsmouth, Ohio.

Shineup (The Handy Folding Shoe Polisher). I. R. Merriam, Dorchester, Mass.

Shoe Carrybags. Cohoes Envelope Co., Inc., Cohoes, N. Y.

Shoe Cartons & Labels. Frank C. Meyer Co., Inc., Brooklyn, N. Y.

Shoe Insurance. The Rex-Oil Co., Pittsburgh, Pa.

Shoe Labels. Tolman Print, Inc., Brockton, Mass.

Shu-Milk (A White Shoe Cleaner). Shu-Milk Products Corp., Orange, N. J.

Shu-Shine Shoe Polishes. Osmic Chemical Co., Brockton, Mass.

Silverite Findings of Quality. Silverite Gutterman Co., Boston, Mass.

Skylark. Essex Rubber Co., Trenton, N. J.

Slipknot (Rubber Heels). Plymouth Rubber Co., Inc., Canton, Mass.

Slipshells (for heel protectors and counters). Pollard Slipshell Co., Newburyport, Mass.

Snap-O-Spats. William Greilich & Sons, Inc., Brooklyn, N. Y.

Snowflake. Barbour Welting Co., Brockton, Mass.

Soiloff P. P. Lagomarsino & Co., Philadelphia, Pa.

Sox-Saver (Heel Lining). Morris Bros. Shoe Co., Quincy, Ill.

Spaulding Counters (Guaranteed). Spaulding Fibre Co., Inc., North Rochester, N. H.

Sparton Spotpruf Spats. Chas. F. Clark, Inc., Chicago, Ill.

Spartan Taps and Heels. Taunton Rubber Co., Taunton, Mass.

Sponge Latex Cushion Arch. Homer-Alden Co., No. Attleboro, Mass.

Sportlite (Rubber Soles). Essex Rubber Co., Trenton, N. J.

Spud-Grip Sport Soles and Heels. Auburn Rubber Co., Auburn, Ind.

Sta-Fast Backing Cloth. Seamans & Cobb Co., Hopkinton, Mass.

Sta-Flex and Bleacher. Korite, Inc., Boston, Mass.

Standard (Hot) Filler. Beckwith Mfg. Co., Boston, Mass.

"Standard" (Spattees, Slippers, Leggings, Spats). S. Rauh & Co., New York City.

Star (Shoe Laces). John Lawrie & Sons, Chicago, Ill.

Star Brand (Shoe Horns). J. L. Sommer Mfg. Co., Newark, N. J.

Star Heel Cushions. Foster Rubber Co., Boston, Mass.

"Statite" Gummed Tape. National Fabric & Finishing Co., Boston, Mass.

Steady Tread (Rubber Soles). Essex Rubber Co., Trenton, N. J.

Steinbrecher Arch-Shanks Co., Frederick Greer Arch Shank Co., Chicago, Ill.

Stepsoft Heel Cushions. Silverite Gutterman Co., Boston, Mass.

Sterling (Shoe Laces). John Lawrie & Sons, Chicago, Ill.

Strongbox. Hoague-Sprague Corp., Lynn, Mass.

Strootman Patented Cushion Arch Moulds. John Strootman, Buffalo, N. Y.

Stormwelt. Barbour Welting Co., Brockton, Mass.

Stoutsole. Barbour Welting Co., Brockton, Mass.

Suede-O. Packard Dressing Co., Stoughton, Mass.

Sultan. Alfred Hale Rubber Co., Atlantic, Mass.

Sumco. Summit Thread Co., East Hampton, Conn.

Summit. Summit Thread Co., East Hampton, Conn.

Sunbeam. Lima Cord Sole & Heel Co., Lima, Ohio.

Superclean. American Shoe Polish Co., Chicago, Ill.

Supercrepe (Soles and Heels). The Bearfoot Sole Co., Inc., Baston, Mass.

Super Quality Bindings, Tapes and Ribbons. Abe Manheimer & Co., Inc., St. Louis, Mo.

Supreme (Oil Dyes). The Dyo Corp., Dallas, Texas.

SX. Essex Rubber Co., Inc., Trenton, N. J.

T

Tango Heel Grip, The. The National Shoe Specialty Co., Denver, Colo.

Tan Renewer. E-Jay-R Mfg. Co., Baltimore, Md.

Tauko (Heels and taps). Taunton Rubber Co., Taunton, Mass.

Texok Lining. Seamans & Cobb Co., Hopkinton, Mass.

Textan (Soles). The B. F. Goodrich Co., Akron, O.

Tiger (Shoe Laces). John Lawrie & Sons, Chicago, Ill.

Tiger Super Service Heels. Panther Rubber Mfg. Co., Stoughton, Mass.

Tiger Tread. (Rubber Heels). Panther Rubber Mfg. Co., Stoughton, Mass.

Time to Re-Lace. Berk Lace & Braid Mfg. Co., Providence, R. I.

Tintflax Linen. Winkler-Thompson Co., Inc., New York, N. Y.

Tip That Won't Pull Off, The. United Lace & Braid Mfg. Co., Cranston, R. I.

Tis-A-Cream (Kid Cleaner). The E-Jay-R-Mfg. Co., Baltimore, Md.

Tis-A-Dye—Black, for changing all colored suede shoes black. The E-Jay-R-Mfg. Co., Baltimore, Md.

Tis-An-Oil (Waterproof Dressing). The E-Jay-R-Mfg. Co., Baltimore, Md.

Tite Edge—Rubber Heels. Essex Rubber Co., Inc., Trenton, N. J.

Tolman Print, Inc. (Shoe Carton Labels). Brockton, Mass. See Advt. Page 132.

Top Notch White Leather Dressing. Whittemore Bros. Corp., Boston, Mass.

Travelite Fibre Heel Bases. Travelite Rubber Co., Inc., Boston, Mass.

Travelite (Rubber Heels, Taps, Soling and Toplifting). Travelite Rubber Co., Boston, Mass.

Tredair Heel Cushions. Foster Rubber Co., Boston, Mass.

Trimfoot Metatarsal Pads. Wizard Co., St. Louis, Mo. (M)

Trim Shop. Seamans & Cobb Co., Hopkinton, Mass.

Trephy Tread (Rubber Soles). Essex Rubber Co., Trenton, N. J.

Tru-Chrome. Guy Lee Leather Co., Philadelphia, Pa.

Tru-Oak. (Bends, Strips and Taps). Guy Lee Leather Co., Philadelphia, Pa.

Tweedie Bootops. Tweedie Boot Top Co., Jefferson City, Mo.

Tweedie Heel Protectors. Tweedie Boot Top Co., Jefferson City, Mo.

2 Life Heels. Auburn Rubber Co., Auburn, Ind.

Tyer Brand. Tyer Rubber Co., Andover, Mass.

U

Uni-Lak. The Uni-Lak Co., Batavia, N. Y.

United. United Shoe Machinery Corp., Boston, Mass.

U.N.O. Everett & Barron Co., Providence, R. I.

U-Rub-I-Shine (Shoe Cream). The E-Jay-R-Mfg. Co., Baltimore, Md.

Uskide (Soles). United States Rubber Co., New York City.

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MISCELLANEOUS TRADE NAMES

"USMC". United Shoe Machinery Corp., Boston, Mass.

U. S. Spring-Step (Rubber Heels). United States Rubber Co., New York City.

Ustan (Soles). United States Rubber Co., New York City.

Ustikon Soles. Auburn Rubber Co., Auburn, Ind.

V

Value Tex (for uppers for shoes). The Hoge Montgomery Co., Frankfort, Ky.

Van Tan Insoles. Van Tassel Sole & Leather Corp., Norwich, Conn.

Velvet Brand (Cutting Boards). United Shoe Machinery Corp., Boston, Mass.

Velvetine. Packard Dressing Co., Stoughton, Mass.

Victor Heels & Taps. Panther Rubber Mfg. Co., Stoughton, Mass.

Victory. The Rex-Oil Co., Pittsburgh, Pa.

Victory Heel Grips. The National Shoe Specialty Co., Denver, Colo.

Virex. The Rex-Oil Co., Pittsburgh, Pa.

Vogue. American Shoe Polish Co., Chicago, Ill.

Vulco Unit Box Toes. Beckwith Mfg. Co., Boston, Mass.

Vulcan Heels. Vulcan Corp., Portsmouth, Ohio.

Vulcan Lasts. Vulcan Corp., Portsmouth, Ohio.

Vulcrepe Sport (Soles and Heels). Dryden Rubber Co., Chicago, Ill.

W

Wabash. Seamans & Cobb Co., Hopkinton, Mass.

Walker (for rubber heels). Louis Gatti, Brooklyn, N. Y.

Walk-Eze Stocking Protectors. Onondaga Hide & Leather Co., Syracuse, N. Y.

Walk-Eze Slipless Heel Liners. Onondaga Hide & Leather Co., Syracuse, N. Y.

Walk-Strate Heel Pads. The Scholl Mfg. Co., Inc., Chicago, Ill.

Wanco-Slipper Dyes. I. Nachmann Brooklyn, N. Y.

Warmease Insoles. Kenworthy Bros. Co., Stoughton, Mass.

Warmtread Cork & Felt Insoles. Silverite Gutterman Co., Boston, Mass.

Warner Spats. Warner Spats Co., Cincinnati, Ohio.

Waverly Sport Soles. Panther Rubber Mfg. Co., Stoughton, Mass.

Wearite Soles. Essex Rubber Co., Trenton, N. J.

Wear Mor (for outsoles). The Hagerstown Shoe & Legging Co., Hagerstown, Md. (M)

Wear Proof Shoe Lining. National Fabric & Finishing Co., Boston, Mass.

Wearwell Shoe Laces. Berk Lace & Braid Mfg. Co., Providence, R. I.

Weavette Sandals. Jefferson Import Co., Inc., New York City.

Web Grip. Alfred Hale Rubber Co., Atlantic, Mass.

Weron (Heels and Soles). Webster Rubber Co., Sobatus, Me.

White Bear Foot Powder. G. D. Wiederkehr Co., Stryker, Ohio.

White-O. Packard Dressing Co., Stoughton, Mass.

Whiteoak—Strips, Block Sq's. Slabs, Taps. Guy Lee Leather Co., Philadelphia, Pa.

Whitt White Leather Dressing. Whittemore Bros. Corp., Boston, Mass.

Whittemore's Shoe Polishes. Whittemore Bros., Boston, Mass.

Williams Leather Puttees and Sam Browne Belts. Williams Mfg. Co., Portsmouth, O.

Wizard Arch Builders. Wizard Co., 1627 Locust St., St. Louis, Mo. (M)

Wizard Bunion Protector. Wizard Co., 1627 Locust St., St. Louis, Mo. (M)

Wizard Corn Pads. Wizard Co., 1627 Locust St., St. Louis, Mo. (M)

Wizard Corn Salve, Wizard Co., 1627 Locust St., St. Louis, Mo. (M)

Wizard Even-Heel Cushions. Wizard Co., 1627 Locust St., St. Louis, Mo. (M)

Wizard Foot Balm. Wizard Co., 1627 Locust St., St. Louis, Mo. (M)

Wizard Foot Powder. Wizard Co., 1627 Locust St., St. Louis, Mo. (M)

Wizard Heel Cushions, Wizard Co., 1627 Locust St., St. Louis, Mo. (M)

Wizard Heel Grip. Wizard Co., 1627 Locust St., St. Louis, Mo. (M)

Woksoft Cushion Insoles. Silverite Gutterman Co., Boston, Mass.

Woodlawn Mills (Shoe Laces). Providence Braid Co., Pawtucket, R. I.

World Wide Heels. Quabaug Rubber Co., North Brookfield, Mass.

WWJHE. Shoe Lace Co., Providence, R. I.

X

XLO Cleaning Fluid. The National Shoe Specialty Co., Denver, Colo.

Z

Zebrawelt. Barbour Welting Co., Brockton, Mass.

Zoes Brand (Cleaners, heel dressings, dyes, shoe dressings, etc.). C. A. Zoes, Chicago, Ill.

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DIRECTORY OF CANADIAN TRADE NAMES AND BRANDS OF SHOES

A

Ace Hi. Miner Rubber Co., Ltd., Granby, Que. (M)

Acton. Alfred Lambert, Ltd., Montreal, Que. (W)

Acton Rubber. Alfred Lambert, Ltd., Montreal, Que. (W)

Adanac. J. M. Stobo Co., Ltd., Quebec, Que. (M)

Adelaide. Daoust, Lalonde & Co., Ltd., Montreal, Que. (M)

Adjus-Arch Shoe (Hartt's), The. The Hartt Boot & Shoe Co., Ltd., Fredericton, N. B. (M)

Aero-Flex. Kingsbury Footwear Co., Ltd., Montreal, Que. (M)

Ahrens Shoe, The. Chas. A. Ahren, Ltd., Kitchener, Ont. (M)

Ajax Shoe. W. B. Hamilton Shoe Co., Ltd., Toronto, Ont. (M)

Albany Shoe, The. Weston Shoe Co., Campbellford, Ont. (M)

Albee Bench-Made. Albee Shoe Co., Ltd., Montreal, Que. (M)

Albee Customized Footwear. Albee Shoe Co., Ltd., Montreal, Que. (M)

"Albert". Reliance Shoe Co., Ltd., Toronto, Ont. (M)

Aluminum Box Toe, For Mines and Hockey. The Tebutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

American. American Footwear Co., Toronto, Ont. (M)

Americana. The Empress Shoe Co., Ltd., Toronto, Ont. (M)

American Beauty. Kingsbury Footwear Co., Ltd., Montreal, Que. (M)

Aphrodite. Perth Shoe Co., Ltd., Perth, Ont. (M)

Arch Conserver. Perth Shoe Co., Ltd., Perth, Ont. (M)

Arch Corrective. The Empress Shoe Co., Ltd., Toronto, Ont. (M)

Archeeze. Kingsbury Footwear Co., Ltd., Montreal, Que. (M)

Arch-Friend Health Shoe. Dowers Bros., Ltd., Edmonton, Alberta. (M)

Archgrip. Blackford Shoe Mfg. Co., Ltd., Toronto, Ont. (M)

Arch-Master. Alfred Lambert, Ltd., Montreal, Que. (M)

Arch Preserver. Scott & McHale, Ltd., London, Ont. (M)

Arch Reliever. Perth Shoe Co., Ltd., Perth, Ont. (M)

Aristo. J. P. Corbeil Shoe Co., Montreal, Que. (M)

Aristo. C. B. Dayfoot & Co., Georgetown, Ont. (M)

Aristocrat. Cloutier Shoe Mfg. Co., Quebec, Que. (M)

Aristocrat. Perth Shoe Co., Ltd., Perth, Ont. (M)

Art. The Empress Shoe Co., Ltd., Toronto, Ont. (M)

Artistic. Galt Shoe Mfg. Co., Ltd., Kitchener, Ont. (M)

Artistic Footwear. Nathan Cummings Shoe Co., Ltd., Montreal, Que. (M)

"Ascot". D. D. Hawthorne & Co., Ltd., Toronto, Ont. (W)

Astoria. Scott & McHale, Ltd., London, Ont. (M)

Aunt Mary. W. E. Woelfle Shoe Co., Ltd., Kitchener, Ont. (M)

Aviator Shoe, The. Dowers Bros., Ltd., Edmonton, Alberta. (W)

Avan Arch. W. B. Hamilton Shoe Co., Ltd., Toronto, Ont. (M)

B

Baby Hurlburt. Hurlburt Cushion-Sole Shoe Co., Barrie, Ont. (W)

Beauty Walk. Jos. Lacasse Shoe Co., Ltd., Montreal, Que. (M)

Bell. J. & T. Bell Co., Montreal, Que. (M)

Belle of New York. J. A. McCaughan & Son, Ltd., Montreal, Que. (M)

Bell's Arch Restor. J. & T. Bell, Ltd., Montreal, Que. (M)

Bell's Arch Restorer. Nathan Cummings Shoe Co., Ltd., Montreal, Que. (M)

Bell's Natures Way. J. & T. Bell, Ltd., Montreal, Que. (M)

Belmont. Scott & McHale, London, Ont. (M)

Big Chief—Best by Test. Bastien Bros., Loretteville, Que. (M)

Biltwell Shoe, The. Williams Shoe, Ltd., Brampton, Ont. (M)

Black Diamond. Miner Rubber Co., Ltd., Granby, Que. (M)

"Blue Bar" (Heavy Rubber Footwear). Dominion Rubber Co., Ltd., Montreal, Que.

Blue Ribbon Shoe. Tetrault Shoe Mfg. Co., Ltd., Montreal, Que. (M)

Blutip. J. Leckie Co., Ltd., Vancouver, B. C. (M)

Body Balanced Shoes. Nathan Cummings Shoe Co., Ltd., Montreal, Que. (M)

Boulevard. Daoust, Lalonde & Co., Ltd., Montreal, Que. (M)

Boyer's Best. J. W. Boyer & Co., Victoria Corner, N. B. (M)

British Made. La Compagnie J. A. & M. Cote, St. Hyacinthe, Que.

Buckingham. Cloutier Shoe Mfg. Co., Ltd., Quebec, Que. (M)

Bunny Foot. Tilley Shoe Co., Toronto, Ont. (M)

C

"Camille". Camille Shoes, Ltd., Montreal, Que.

Canada's Beauty. Simon Shoe Co., Inc., Montreal, Que. (M)

Canada Practical Shoe Brand. Grand Mere Shoe Co., Ltd., Grand Mere, Que.

Canada's Pride. Kingsbury Footwear Co., Ltd., Montreal, Que. (M)

Canadian Beauty, The. Perth Shoe Co., Ltd., Perth, Ont. (M)

"Canadian Boy". Reliance Shoe Co., Ltd., Toronto, Ont.

Canadian Cadet. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

Canadian Girl Shoe. Perth Shoe Co., Ltd., Perth, Ont. (M)

Canadian Girl Shoe. Weston Shoe Co., Ltd., Campbellford, Ont. (M)

"Canuck". Reliance Shoe Co., Ltd., Toronto, Ont.

Celok (Women's). Ludger Duchaine, Quebec, Que.

Cendrillon. The Fix Shoe Co., Ltd., Montreal, Que. (W)

Chainstore. D. D. Hawthorne & Co., Ltd., Toronto, Ont. (W)

Champion. Daoust, Lalonde & Co., Ltd., Montreal, Que. (M)

Chief of Police. Valentine & Martin, Ltd., Waterloo, Ont.

Chipewyan Shoe, The. Dowers Bros., Ltd., Edmonton, Alberta. (W)

"Chums". Chas. A. Ahrens, Ltd., Kitchener, Ont. (M)

Chums. Alfred Lambert, Ltd., Montreal, Que.

Classic. Getty & Scott, Ltd., Galt, Ont. (M)

Climax Shoe. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

Cloutier's Flexible Cushion Sole. Cloutier Shoe Mfg. Co., Quebec, Que. (M)

Clyde. The John Ritchie Co., Ltd., Quebec, Que. (M)

Co-eds. Perth Shoe Co., Ltd., Perth, Ont. (M)

Cold Proof. Great West Felt Co., Ltd., Elmira, Ont. (M)

Columbia. J. Leckie Co., Ltd., Vancouver, B. C. (M)

"Comfort Welt"—for Growing Girls. The E. S. Shoe Co., Ltd., Kitchener, Ont.

Corrective. The Empress Shoe Co., Ltd., Toronto, Ont. (M)

Craft Footwear, Strictly Bench Made. Craft Footwear, Ltd., Montreal, Que. (M)

Crispin. The Empress Shoe Co., Ltd., Toronto, Ont. (M)

Crispin-Craft (for Men). Townsend, Hamilton, Ont. (W)

Cummings Specialties. Nathan Cummings Shoe Co., Ltd., Montreal, Que. (M)

Cumming's Styleful Shoe. J. & T. Bell, Ltd., Montreal, Que. (M)

Cyclone Speeder. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

D

Dack Shoe, The. R. Dack & Sons, Ltd., Toronto, Ont. (M)

Dainty Doll. H. B. LaGrenade Shoe Mfg. Co., Montreal, Que. (M)

"Daisy". St. Stephen Shoe Co., Ltd., St. Stephen, N. B.

Dalaco. Daoust, Lalonde & Co., Ltd., Montreal, Que. (M)

D & L. J. P. Corbeil Shoe Co., Montreal, Que. (M)

D & L. (Made in Canada). Dufresne & Locke, Ltd., Montreal, Que. (M)

Daoust, Lalonde. Daoust, Lalonde & Co., Ltd., Montreal, Que. (M)

Daoust's Sport Shoes. Daoust, Lalonde & Co., Ltd., Montreal, Que. (M)

Dayfoot. C. B. Dayfoot & Co., Georgetown, Ont. (M)

De-Lux. The Empress Shoe Co., Ltd., Toronto, Ont. (M)

De Lyte. Kingsbury Footwear, Ltd., Montreal, Que. (M)

Dependo. Theo. Mayer Shoe Co., Ltd., Montreal, Que. (M)

Derby. Murray Shoe Co., Ltd., London, Ont. (M)

Diamond Shoe. Weston Shoe Co., Ltd., Campbellford, Ont. (M)

Dianna (Women's). Ludger Duchaine, Quebec, Que. (M)

Dr. Duncan's Shoe. Gale Bros., Ltd., Quebec, Que.

Dr. Frank Foot Favorite. La Compagnie J. A. Cote, St. Hyacinthe, Que.

Dr. Heath's Health Shoe. Gale Bros., Ltd., Quebec, Que.

Dr. McCann Archsta. J. A. McCaughan & Son, Montreal, Que. (M)

Doctor Purvis. W. B. Hamilton Shoe Co., Ltd., Toronto, Ont. (M)

"Dr. Scott" Arch Support. Merit Shoe Co., Ltd., Montreal, Que.

Dr. Smith's Three Point Arch Support. Cloutier Shoe Mfg. Co., Quebec, Que. (M)

Dr. Sturdy's Shoe. Gale Bros., Ltd., Quebec, Que. (M)

Doctor's Anti Septic Non Perspiro Shoes. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

DIRECTORY of CANADIAN TRADE NAMES and BRANDS of SHOES

Doctor's Cock O' The North Shoe. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

Doctor's Light Weight, Radiumized Shoe. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

Doctor's Middle Weight, Anti Acid Shoe. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

Doctor's Thermal Soled Shoe. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

Dominion Felt Footwear. Canadian Consolidated Felt Co., Ltd., Kitchener, Ont. (M)

Dominion (rubber footwear). Dominion Rubber Co., Ltd., Montreal, Que. (M)

Dower Shoe, The. Dowers Bros., Ltd., Edmonton, Alberta. (W)

Du Barry Shoe. The Simon Shoe Co., Ltd., Montreal, Que. (M)

Dufresne (Made in Canada). Dufresne & Locke, Ltd., Montreal, Que. (M)

E

Eagle. Eagle Shoe Co., Montreal, Que. (M)

"Easy Step". Lashbrook Shoe Co., Galt, Ont.

Eclipse. Galt Shoe Co., Ltd., Kitchener, Ont. (M)

Economic. Label on Boxes. St. Arnaud Biron & Co., Ltd., Quebec, Que. (M)

Elite. J. A. McCaughan & Son, Ltd., Montreal, Que. (M)

Elk-O Brand. John Palmer Co., Ltd., Fredericton, N. B. (M)

Elk Shoe. Le Page Shoe Co., Montreal, Que. M)

Empire Brand. The John Ritchie Co., Ltd., Quebec, Que. (M)

Empire Quality. The John Ritchie Co., Ltd., Quebec, Que. (M)

Empress. The Empress Shoe Co., Ltd., Toronto, Ont. (M)

Empress Corrective. The Empress Shoe Co., Ltd., Toronto, Int. (M)

Essex Arch Shoe, The. Talbot Shoe Co., Ltd., St. Thomas, Ont.

Essex Shoe. Talbot Shoe Co., Ltd., St. Thomas, Ont.

Eureka. Eureka Shoe Co., Ltd., Three Rivers, Que. (M)

Ezee Fit. Scroggins Shoe Co., Ltd., Galt, Ont.

F

Fairsex Footery (for Women). Townsend, Hamilton, Ont. (W)

Fairywelt. Perth Shoe Co., Ltd., Perth, Ont. (M)

Farm Shoe. Palmer-McLellan Shoepack Co., Ltd., Fredericton, N. B. (M)

Faultless Footwear. Wm. Cook Shoe Co., Moncton, N. B. (W)

Favorite Shoes for Playmates. J. A. McCaughan & Son, Montreal, Que. (M)

Femina. Dufresne & Locke, Ltd., Montreal, Que. (M)

Fifth Avenue Shoe. The. W. F. Tanner, Pictou, Nova Scotia. (W)

Fleet Foot. Dominion Rubber Co., Ltd., Montreal, Que. (M)

Flex-O-Shoe. J. A. Peloquin & Co., St. Ours, Que.

Foot Trainer. Getty & Scott, Ltd., Galt, Ont. (M)

Footucator. Soft Sole Shoe Co., Toronto, Ont.

Formfit Fashioned Footwear. J. & T. Bell, Ltd., Montreal, Que. (M)

Form Fit Fashion Footwear. Nathan Cummings Shoe Co., Ltd., Montreal, Que. (M)

Frank Hurlburt Shoe. Hurlburt Cushion-Sole Shoe Co., Barrie, Ont. (M)

Frasers Mining Boots. Fraser Grieve & Co., Pembroke, Ont. (M)

"Fraser" River Shoes. Fraser, Grieve Co., Pembroke, Ont. (M)

Fredelta. Underhill's, Ltd., Barrie, Ont. (M)

"Frederick Shoe, The." Frederick Shoe Co., Ltd., St. Pie, Que.

Frederick Special. Frederick Shoe Co., Ltd., St. Pie, Que.

Free Foot. Bastien Bros., Loretteville, Que. (M)

Frontenac. The Miner Rubber Co., Ltd., Granby, Que. (M)

G

Gainsboro. D. D. Hawthorne & Co., Ltd., Toronto, Ont. (W)

Gales Wanda Shoe. Gale Bros., Ltd., Quebec, Que.

Gans Paris. Dufresne & Locke, Ltd., Montreal, Que. (M)

"Gaytees"—Low Cut Overshoes. Dominion Rubber Co., Ltd., Montreal, Que. (M)

"Gendron." Gendron Penetang, Ltd., Penetanguishine, Ont.

"Gendron Penetang." Gendron Penetang, Ltd., Penetanguishene, Ont.

Georgina. Blachford Shoe Mfg. Co., Ltd., Toronto, Ont. (M)

Gioconda Shoe, La. La Gioconda Shoe Mfg. Company, Montreal, Que.

Gold Bond. Hartt Boot & Shoe Co., Ltd., Fredericton, N. B. (M)

Golf Oxfords (Mocc Style). Palmer-McLellan Shoepack Co., Ltd., Fredericton, N. B.

Graceful Maiden. A. E. Marois, Ltd., Quebec, Que. (M)

Gracia. W. E. Woelfle Shoe Co., Ltd., Kitchener, Ont. (M)

Gracia Orthopedic. W. E. Woelfle Shoe Co., Ltd., Kitchener, Ont. (M)

Great West. Great West Felt Co., Ltd., Elmira, Ont. (M)

Great West Shoe. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

Greb Shoe, The. Greb Shoe Co., Ltd., Kitchener, Ont. (M)

Guardian. The Guardian Shoe Co., Ltd., Quebec, Que. (M)

Guide. Miner Rubber Co., Ltd., Granby, Que. (M)

H

Hagar. J. & T. Bell, Ltd., Montreal, Can. (M)

Hagar. Nathan Cummings Shoe Co., Ltd., Montreal, Que.

Hamburg. Hamburg Felt Boot Co., Ltd., New Hamburg, Ont. (M)

Hamilton Lady. W. B. Hamilton Shoe Co., Ltd., Toronto, Ont. (M)

Hamilton Shoe. W. B. Hamilton Shoe Co., Ltd., Toronto, Ont. (M)

Ham-Rite. W. B. Hamilton Shoe Co., Ltd., Toronto., Ont. (M)

Hartt's Gold Medal. Hartt Boot & Shoe Co., Ltd., Fredericton, N. B. (M)

Hartt's Junior. Hartt Boot & Shoe Co., Ltd., Fredericton, N. B. (M)

Hartt's Natur-Arch. Hartt Boot & Shoe Co., Ltd., Fredericton, N. B. (M)

Hartt Shoe, The. Hartt Boot & Shoe Co., Ltd., Fredericton, N. B. (M)

Hartt's Tramper. The Hartt Boot & Shoe Co., Ltd. (Fredericton, N. B. (M)

H. B. L. H. B. LaGrenade Shoe Mfg. Co., Montreal, Que. (M)

Hewetson Welt. J. W. Hewetson Co., Ltd., Brampton, Ont. (M)

Hewetson's. J. W. Hewetson Co., Ltd., Brampton, Ont. (M)

Hewetsonmade. J. W. Hewetson Co., Ltd., Brampton, Ont. (M)

Hewetson Pla-Shu. J. W. Hewetson Co., Ltd., Brampton, Ont. (M)

Highest Quality. J. A. McCaughan & Son, Ltd., Montreal, Que. (M)

Hi-Press. Canadian Goodrich Co., Ltd., Kitchener, Ont. (M)

Hi-Test. Galt Shoe Mfg. Co., Ltd., Kitchener, Ont. (M)

Hollinger. Dufresne & Locke, Ltd., Montreal, Que. (M)

Hollywood. American Footwear Co., Toronto, Ont. (M)

"Huguette." Frederick Shoe Co., Ltd., St. Pie, Que.

Humphreys Solids. The J. M. Humphrey Co., Ltd., St. John, N. B. (W)

Hurlbut. The Hurlbut Co., Ltd., Preston, Ont. (M)

Hurlburt Cushion Sole Shoe. Hurlburt Cushion Sole Shoe Co., Barrie, Ont. (M)

Hyawatha. Bastien Bros., Loretteville, Que. (M)

Hydro City Shoe. Hydro City Shoe Mfrs., Ltd., Kitchener, Ont. (M)

Hydro Shoe. Hydro City Shoe Mfg. Co., Ltd., Kitchener, Ont. (M)

I

Ideal. Hydro City Shoe Mfrs., Ltd., Kitchener, Ont.

Ideal Quality. The John Ritchie Co., Ltd., Quebec, Que. (M)

Indian Tread. Soft Sole Shoe Co., Toronto, Ont.

Invictus. The Eagle Shoe Co., Ltd., Montreal, Que. (M)

Invincible. Miner Rubber Co., Ltd., Granby, Que. (M)

Ironclad. Weston Shoe Co., Ltd., Campbellford, Ont. (M)

J

Jack & Jill. Wragge Shoe Co., Ltd., Galt, Ont. (M)

Jacques-Cartier. Dominion Rubber Co., Ltd., Montreal, Que. (M)

John Bull Brand. The R. M. Beal Lea. Co., Lindsay, Ont.

Jos. Lacasse Special. Jos. Lacasse Shoe Co., Ltd., Montreal, Que. (M)

Joy Ped (Children's). Ludger Duchaine, Quebec, Que. (M)

J. & T. Bell Shoes. Nathan Cummings Shoe Co., Ltd., Montreal, Que.

Julia Arthur. Perth Shoe Co., Ltd., Perth, Ont. (M)

June Slipper. Soft Sole Shoe Co., Toronto, Ont. (M)

Just Kids Shoe. W. B. Hamilton Shoe Co., Ltd., Toronto, Ont.

K

Kant Kick Thro'. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

Keen Kut Shoe. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

Kenmore Komforts. W. B. Hamilton Shoe Co., Ltd., Toronto, Can. (M)

Kewpie Kewps for Kiddies. Galt Shoe Mfg. Co., Ltd., Kitchener, Ont. (M)

Keystone Arch. Kingsbury Footwear Co., Ltd., Montreal, Que. (M)

Kiddie Kumf. Getty & Scott, Ltd., Galt, Ont. (M)

King & Queen. J. W. Hewetson Co., Ltd., Brampton, Ont. (M)

King Edward. Sterling Bros., Ltd., London, Ont. (M)

Kingsbury Quality. Kingsbury Footwear, Ltd., Montreal, Que. (M)

Kippy Kicks for Kids. J. A. McCaughan & Son, Ltd., Montreal, Que. (M)

Kirby Jane. D. D. Hawthorne & Co., Ltd., W. Toronto, Ont. (W)

Kor Ker. J. M. Stobo Co., Ltd., Quebec, Que. (M)

Kosey Korner Slippers. Canadian Consolidated Felt Co., Ltd., Kitchener, Ont. (M)

Kosey Korner Slippers. Dominion Rubber Co., Ltd., Montreal, Que. (M)

L

La Diesse. Ludger Duchaine, Quebec, Que. (M)

"Lady Charlotte". St. Stephen Shoe Co., Ltd., St. Stephen, N. B.

"Lady Dainty." T. H. Lane Shoe Co., Montreal, Que.

DIRECTORY of CANADIAN TRADE NAMES and BRANDS of SHOES

Lady Juliet. J. A. McCaughan & Son, Montreal, Que. (M)

Lady Like Brand. J. E. Samson, Enr., Quebec, Que. (M)

Lady Louise. Daoust, Lalonde & Co., Ltd., Montreal, Que. (M)

Lady Luxury. Jos. Lacasse Shoe Co., Ltd., Que. (M)

Lady Pearl. J. A. McCaughan & Son, Montreal, Que. (M)

Lady's Select. The Simon Shoe Co., Ltd., Montreal, Que. (M)

Ladywear. J. M. Stobo Co., Ltd., Quebec, Que. (M)

La Favorite. J. A. McCaughan & Son, Ltd., Montreal, Que. (M)

La Gioconda Shoe. La Gioconda Shoe Mfg. Co., Montreal, Que. (M)

La Juanita. Dufresne & Locke, Ltd., Montreal, Que. (M)

"La Lorraine" Camille Shoes, Ltd., Montreal, Que.

La Marseillaise. Eureka Shoe Co., Ltd., Three Rivers, Que. (M)

La Mode. John Perkins, Quebec, Que. (W)

"Lanetta Quality." T. H. Lane Shoe Co., Montreal, Que.

La Parisienne. La Parisienne Shoe Co., Ltd., Montreal, Que.

La Senorita. Jos. Lacasse Shoe Co., Ltd., Montreal, Que. (M)

La Tosca. Jos. Lacasse Shoe Co., Ltd., Montreal, Que. (M)

Laurentide Brand. Grand Mere Shoe Co., Ltd., Grand Mere, Que.

Leading Shoe, The. J. E. Samson, Enr., Quebec, Que. (M)

Leckie, The. J. Leckie Co., Ltd., Vancouver, B. C. (M)

Lecotan. J. Leckie Co., Ltd., Vancouver, B. C. (M)

Lectonia. J. Leckie Co., Ltd., Vancouver, B. C. (M)

Lena Arch Comfort Shoe. H. B. LaGrenade Shoe Mfg., Montreal, Que. (M)

Lena Shoe. H. B. LaGrenade Shoe Mfg., Montreal, Que. (M)

Le Page Shoe. Le Page Shoe Co., Montreal, Que. (M)

Lester Shoe, The. Wm. Cook Shoe Co., Moncton, N. B. (W)

Liberty. Scott & McHale, Ltd., London, Ont. (M)

Lion Brand. St. Arnaud, Biron & Co., Ltd., St. Genevieve de Batiscan, Que. (M)

Little Daisy. W. J. Duncan, Seaforth, Ont. (M)

Little Darling. A. E. Marois, Ltd., Quebec, Que. (M)

"Little Pal"—for Little Girls, Children's, Infants' and Misses' shoes. E. S. Shoe Co., Ltd., Kitchener, Ont.

Little Spartan. Wragge Shoe Co., Ltd., Galt, Ont. (M)

Little Toddler. Wragge Shoe Co., Ltd., Galt, Ont. (M)

London Lady. Murray Shoe Co., Ltd., London, Ont. (M)

Luxapedic. The Hurlbut Co., Ltd., Preston, Ont. (M)

Lynn Quality. Daoust, Lalonde & Co., Ltd., Montreal, Que. (M)

M

Made in Canada. Perth Shoe Co., Ltd., Perth, Ont. (M)

Maid-Rite. Theo. Mayer Shoe Co., Montreal, Can. (M)

Map of Canada, denoting shoes, findings and shoe novelties. Canadian Shoes, Findings Novelty Co., Toronto, Ont. (W)

Maritime Brand Shoepacks. Palmer McLellan Shoepack Co., Ltd., Fredericton, N. B. (M)

Maritime Lady. J. M. Humphrey Co., Ltd., St. John, N. B. (W)

Marois Brand. A. E. Marois, Ltd., Quebec, Can. (M)

Marois Goodyear Welt. A. E. Marois, Ltd., Quebec, Que. (M)

Marvel Shoe. La Compagnie J. A. & M. Cote, St. Hyacinthe, Que.

Maryon Shoe. Lachance & Tanquay, Quebec, Que. (M)

McCaughan Son, Limited. J. A. McCaughan & Son, Ltd., Montreal, Que. (M)

Medcalf. Nursery Shoe Co., Ltd., St. Thomas, Ont.

"Merita." Merit Shoe Co., Ltd., Montreal, Que.

Merry Twins. Weston Shoe Co., Campbellford, Ont.

Milady, Super Arch. Scroggins Shoe Co., Ltd., Galt, Ont.

Miner. Miner Rubber Co., Ltd., Granby, Que. (M)

Miss Canada. Myles Shoe Co., Ltd., Toronto, Ont. (M)

Miss Cavell Shoe. Eastern Shoe Mfg. Co., Ltd., Montreal, Que. (M)

Model-Kraft Shoe, The. Wm. Cook Shoe Co., Moncton, N. B. (W)

Model Shoe. W. B. Hamilton Shoe Co., Ltd., Toronto, Ont. (M)

Modern Princess. A. E. Marois, Ltd., Quebec, Que. (M)

Mohawk Brand. John Palmer Co., Ltd., Fredericton, N. B. (M)

Mondaine. John Perkins, Quebec, Que. (W)

Moonstep. Soft Sole Shoe Co., Toronto, Ont. (M)

Moosehead Brand. John Palmer Co., Ltd., Fredericton, N. B. (M)

Murray Made. Murray Shoe Co., Ltd., London, Ont. (M)

Murray Maid. Murray Shoe Co., Ltd., London, Ont. (M)

"My Lady." Merit Shoe Co., Ltd., Montreal, Que.

Myles. Myles Shoe Co., Ltd., Toronto, Ont. (M)

N

Naturfit. Wragge Shoe Co., Ltd., Galt, Ont.

Non-Rip. Humberstone Shoe Co., Ltd., Humberstone, Ont. (M)

Northern Rubber Footwear. Northern Rubber Co., Ltd., Guelph, Ont. (M)

Nursery. Nursery Shoe Co., Ltd., St. Thomas, Ont.

O

Onyx. Blachford Shoe Mfg. Co., Ltd., Toronto, Ont. (M)

Our Kushion Komfort. Perth Shoe Co., Ltd., Perth, Ont. (M)

Our Special. Perth Shoe Co., Ltd., Perth, Ont. (M)

P

Palmer Brand. John Palmer Co., Ltd., Fredericton, N. B. (M)

Palm Tree Brand (Shoepacks). Palmer McLennan Shoepack Co., Ltd., Fredericton, N. B. (M)

Paris Logger. P. Paris. Vancouver, B. C. (M)

Paris Miner. P. Paris, Vancouver, B. C. (M)

Paris Sport Boot. P. Paris, Vancouver, B. C. (M)

"Pathfinder." Reliance Shoe Co., Ltd., Toronto, Can.

Ped-o-flex. Perth Shoe Co., Ltd., Perth, Ont. (M)

"Penetang." Gendron Penetang, Ltd., Penetanguishene, Ont.

Pennant Shoe, The. The Talbot Shoe Co., Ltd., St. Thomas, Ont. (M)

Perkins "Compo" Process. John Perkins, Quebec, Que. (W)

Perkins Footwear. John Perkins, Quebec, Que. (W)

Perkins Shoe. John Perkins, Quebec, Que. (W)

Perth. Perth Shoe Co., Ltd., Perth, Ont. (M)

Perth Special. Perth Shoe Co., Ltd., Perth, Ont. (M)

Piccadilly. John Perkins, Quebec, Que. (W)

"Pit-A-Pat." Lashbrook Shoe Co., Galt, Ont.

Play-Mor. Wragge Shoe Co., Ltd., Galt, Ont. (M)

Plio-Pedic Arch Relief. Perth Shoe Co., Ltd., Perth, Ont. (M)

Polar King. The Great West Felt Co., Ltd., Elmira, Ont. (M)

Premier Grade. H. B. LaGrenade Shoe Mfg., Montreal, Que. (W)

Premo. Cloutier Shoe Co., Quebec, Que. (M)

"Prettywell." Pretty Well Shoes, Ltd., Montreal, Que.

Princess. The Empress Shoe Co., Ltd., Toronto, Ont. (M)

Professor Gold Cross Cushion Soled Shoes. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

Prop-R-Arch Shoe. The John Ritchie Co., Ltd., Quebec, Que. (M)

Pussy Foot. The Hurlbut Co., Ltd., Preston, Ont. (M)

Q

Quality Brand. A. E. Marois, Ltd., Quebec, Que. (W)

Queen Alexandra. Sterling Bros., Ltd., London, Ont. (M)

Queen City Welded. Weston Shoe Co., Ltd., Campbellford, Ont. (M)

R

Rah Rah—The Shoes That Cheer. Cloutier Shoe Mfg. Co., Quebec, Que. (M)

Red Riding Hood. J. W. Hewetson Co., Ltd., Brampton, Ont. (M)

Red Seal (Harness Leather). The Barrie Tanning Co., Ltd., Barrie, Ont.

Reliance. C. B. Dayfoot & Co., Georgetown, Ont. (M)

Revelation. J. A. McCaughan & Son, Ltd., Montreal, Que. (M)

Rhino. Canadian Goodrich Co., Ltd., Kitchener, Ont. (M)

Richmond. Scott & McHale, Ltd., London, Ont. (M)

Rio Rita. John Perkins, Quebec, Que. (W)

Ritchie Arch Support. The John Ritchie Co., Lt., Quebec, Que. (M)

Ritchie Shoe, The. The John Ritchie Co., Ltd., Quebec, Can. (M)

Rival. J. P. Corbeil Shoe Co., Montreal, Can. (M)

"Roamer." Lashbrook Shoe Co., Galt, Ont.

Royal Eagle. Alfred Lambert, Ltd., Montreal, Que. (W)

Royal Quality. Alfred Lambert, Ltd., Montreal, Que. (W)

Royal York. J. P. Corbeil Shoe Co., Montreal, Que. (M)

S

St. Andrews Golf Shoe. Tetrault Shoe Mfg. Co., Ltd., Montreal, Que. (M)

Samson Shoe, The. J. E. Samson, Enr., Quebec, Que. (M)

Scott-McHale. Scott & McHale, Ltd., London, Ont.

Scout. Miner Rubber Co., Ltd., Granby, Que. (M)

Scout Commander. A. E. Marois, Ltd., Quebec, Can. (W)

Self-Starter, pat'd shoe. W. J. Duncan, Seaford, Ont. (M)

Simon Shoe, The. Simon Shoe Co., Inc., Montreal, Que. (M)

Sisman's "Best Everyday" Shoes. T. Sisman Shoe Co., Aurora, Ont.

Sisman's "Hiker" Shoes. T. Sisman Shoe Co., Aurora, Ont.

Sisman's "Thoro-bilt" Shoes. T. Sisman Shoe Co., Aurora, Ont.

Ski Boots. Palmer-McLellan Shoepack Co., Ltd., Fredericton, N. B. (M)

DIRECTORY of CANADIAN TRADE NAMES and BRANDS of SHOES

Skookum Boots. J. Leckie Co., Ltd., Vancouver, B. C. (M)
Smardon Shoe, The. Smardon Shoe Co., Ltd., Montreal, Can. (M)
Smardon Tarsal-Ease Shoe. Smardon Shoe Co., Ltd., Montreal, Que. (M)
Smart Step. Canadian Consolidated Felt Co., Ltd., Kitchener, Ont. (M)
Snappy Brand. A. E. Marois, Ltd., Quebec, Que. (M)
Sno-wite. Kingsbury Footwear Co., Ltd., Montreal, Que. (M)
Snugs. Bastien Bros., Loretteville, Que. (M)
So-Cosy. Soft Sole Shoe Co., Toronto, Ont. (M)
Solidity. Wm. Cook Shoe Co., Moncton, N. B. (W)
Sparrow Shoe. Le Page Shoe Co., Montreal, Que. (M)
Sport King (Ski and Sport Boots). Palmer McLellan Shoepack Co., Ltd., Fredericton, N. B. (M)
State Shoe (Men's). Ludger Duchaine, Quebec, (M)
Steadfast. Simon Shoe Co., Ltd., Montreal, Que. (M)
Steel Toe Hockey Bal. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)
Sterling Shoes. Sterling Bros., Ltd., London, Ont. (M)
Stork Brand. A. W. Hoffer, Elmira, Ont. (M)
Strand. The John Ritchie Co., Ltd., Quebec, Que. (M)
Strider. Eagle Shoe Co., Montreal, Que. (M)
Styl-Arch. Perth Shoe Co., Ltd., Perth, Ont. (M)
Stylish Stout. W. E. Woelfle Shoe Co., Ltd., Kitchener, Ont. (M)
Sunnyside. A. E. Marois, Ltd., Quebec, Que. (M)
Supreme Brand. Henry Ross, Ltd., Loretteville, Que. (M)
Supreme Quality. J. A. McCaughan & Son, Ltd., Montreal, Que. (M)
Swanky Leather Footwear. Canadian Consolidated Felt Co., Ltd., Kitchener, Ont. (M)
Swastika (slippers). Indian Lea. Goods, Ltd., Loretteville, Que.
Swiss Ski. Daoust, Lalonde & Co., Ltd., Montreal, Que. (M)

T

Talbot Shoe, The. The Talbot Shoe Co., Ltd., St. Thomas, Ont. (M)
Tanner Shoe for Heavy Wear, The. W. F. Tanner, Pictou, Nova Scotia. (W)
Taplin's Dresto. Natural Tread Shoes Distributing Co., Ltd., Toronto, Ont. (M)
Taplin Natural Tread Shoes. Taplin Natural Shoes Distributing Co., Ltd., Toronto, Ont. (M)
Taplin's Temptation. Natural Tread Shoes Distributing Co., Ltd., Toronto, Ont. (M)
Tarsal Arch. Perth Shoe Co., Ltd., Perth, Ont. (M)
Tecumseh. Scott & McHale, Ltd., London, Ont. (M)
"T. H. Lane Shoe, The." T. H. Lane Shoe Co., Montreal, Que.
Tiny Tots. W. J. Duncan, Seaforth, Ont. (M)
Toe Trainer. Getty & Scott, Ltd., Galt, Ont. (M)
Trail Ranger. Valentine & Martin, Ltd., Waterloo, Ont.
"Traymore." Reliance Shoe Co., Ltd., Toronto, Ont.
Tred-Rite. Tilley Shoe Co., Toronto, Ont. (M)
Tricolor. Miner Rubber Co., Ltd., Granby, Que. (M)
Trilby. W. B. Hamilton Shoe Co., Ltd., Toronto, Ont. (M)
Tri-Ped. Perth Shoe Co., Ltd., Perth, Ont. (M)
Triumph. Miner Rubber Co., Ltd., Granby, Que. (M)
Tru Trod. Getty & Scott, Ltd., Galt, Ont. (M)
Trustworthy. J. P. Corbeil Shoe Co., Montreal, Can. (M)
Twin-Tred. Scott & McHale, Ltd., London, Ont.
Twentieth Century Shoe. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)
Two in One, Hockey & Skating. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

U

Ultra-Chic. Perth Shoe Co., Ltd., Perth, Ont. (M)

V

"Valentine" Shoe, The. Valentine & Martin, Ltd., Waterloo, Ont.
Vanity Fair. Perth Shoe Co., Ltd., Perth, Ont. (M)
Vassar. Myles Shoe Co., Ltd., Toronto, Ont. (M)
Victoria (shoes for women). Getty & Scott, Ltd., Galt, Ont. (M)
Virginia. Perth Shoe Co., Perth, Ont. (M)
Vogue. J. A. McCaughan & Son, Ltd., Montreal, Que. (M)

W

Walk-N Style. Kingsbury Footwear Co., Ltd., Montreal, Que.
W.B.H. W. B. Hamilton Shoe Co., Ltd., Toronto, Ont. (M)
Welbilt. J. A. McCaughan & Son, Ltd., Montreal, Que. (M)
Weldrest. J. A. McCaughan & Son, Ltd., Montreal, Que. (M)
Weldrest Stout. J. A. McCaughan & Son, Ltd., Montreal, Que. (M)
Westminster. Alfred Lambert, Ltd., Montreal, Que.
Westoe (Men's). Ludger Duchaine, Quebec, Que. (M)
Weston Shoe Co. Weston Shoe Co., Ltd., Campbellford, Ont. (M)
White Cross Shoe. Tetrault Shoe Mfg. Co., Ltd., Montreal, Que. (M)
Wilkie Glove-Phit. The Eagle Shoe Co., Montreal, Que.
Williams Shoe, The. Williams Shoe, Ltd., Brampton, Ont. (M)
Williams Young Canadian. Williams Shoe, Ltd., Brampton, Ont. (M)
Windsor. The J. M. Stobo Co., Ltd., Quebec, Que. (M)
Windsor Foot Joy. J. M. Stobo Co., Ltd., Quebec, Que.
Winston. Cloutier Shoe Mfg. Co., Quebec, Que.
Witch-Elk Shoes. Witchell-Sheill Co. of Canada, Ltd., Windsor, Ont.
Worthmore. Scott & McHale, Ltd., London, Ont. (M)
Wright's Dependable Brand. H. W. Wright & Sons, Pembroke, Ont.

Y

Yamaska Brand. La Compagnie J. A. & M. Cote, St. Hyacinthe, Que. (M)
Younger Set for Growing Girls. Perth Shoe Co., Ltd., Perth, Ont. (M)

Z

Zenith. Cloutier Shoe Mfg. Co., Quebec, Que. (M)
Zippers. Canadian Goodrich Co., Ltd., Kitchener, Ont. (M)
Zipps. Canadian Goodrich Co., Ltd., Kitchener, Ont.

DIRECTORY OF CANADIAN TRADE NAMES AND BRANDS OF LEATHERS

Acton Oak. Beardmore & Co., Toronto, Ont.
Anchor Brand. Lang Tanning Co., Ltd., Kitchener, Ont.
Beardmore Oak. Beardmore & Co., Toronto, Ont.
"Black Beauty" Chrome Patent Sides. The Robson Leather Co., Ltd., Oshawa, Ont.
B L W (Hand Cut). The Balmforth Lace Works, Whitby, Ont.
Bull Dog Brand. Beardmore & Co., Toronto, Ont.
Cementan Sole Leather (Chrome Retan). Beardmore & Co., Toronto, Ont.
Chrome Retan Lace Lea. The Balmforth Lace Works, Whitby, Ont.
Columbia Calf Upper Leather. C. Galibert & Son Co., Montreal, Que.
Crown Brand. Marlatt Leather Co., Ltd., Oakville, Ont.
Devon Oak. Beardmore & Co., Toronto, Ont.
Dominion Calf. Davis Leather Co., Ltd., Newmarket, Ont.
Elk-O Brand. John Palmer Co., Ltd., Fredericton, N. B.
Empire Brand. Paul Galibert, Montreal, Que.
Flexotan Sole Leather (Chrome Retan). Beardmore & Co., Toronto, Ont.
Halton Brand. Marlatt Leather Co., Ltd., Oakville, Ont.
Hyman Oak Sole. The C. S. Hyman Co., Ltd., London, Ont.
Indian Lace Leather. The Balmforth Lace Works, Whitby, Ont.
Maple Leaf. Angelo Canadian Leather Co., Ltd., Montreal, Que.
Mennonite Grain. Edgar Clement, Ltd., Quebec, Que.
Mohawk Brand. John Palmer Co., Ltd., Fredericton, N. B.
Moose Head Brand. John Palmer Co., Ltd., Fredericton, N. B.
Muskoka. Beardmore & Co., Toronto, Ont.
Ontario Glazed Kid. Hyman Leather, Ltd., London, Ont.
Palmer Brand. John Palmer Co., Ltd., Fredericton, N. B.
Penetang Sole Leather. Breithaupt Lea. Co., Ltd., Kitchener, Ont.
Premier Sports Lace. The Balmforth Lace Works, Whitby, Ont.
Rhino Tan Sole Leather. Beardmore & Co., Toronto, Ont.
Rouster Brand. Dugal & Matte, Enr., Quebec, Que.
Royal Kid. Bonner Leather Co., Montreal, Que.
"Royal" Oak (Sole Leather). Breithaupt Leather Co., Ltd., Kitchener, Ont.
Star Brand Sole Leathers. Beardmore & Co., Toronto, Ont.
Tiger. F. C. McCordick, St. Catherines, Ont.
"Trent Valley" Oak (Sole Leather). The Breithaupt Leather Co., Ltd., Kitchener, Ont.
"Trent Valley" Oak Sole Leather. Hastings Tanning Co., Ltd., Kitchener, Ont.

GOOD-WILL or PRESTIGE

ONE OF THE ASSETS OF BOOT AND SHOE RECORDER ADVERTISING

Good-Will is the mental chain that binds the customer to your house and to your line.

This chain is constructed of many links—the link of quality, the link of good value, the link of dependability, the link of fair play and many others—each vitally important to the customer's satisfaction.

When accounts go over to a competing line, there are weak links in that chain. Advertising your house, its policies and your product, helps greatly to strengthen these links—is sound economics, and increases respect for your line.

Through advertising you feed your customer's confidence, renew and strengthen it, in hundreds of instances just in the nick of time to offset a competitor's rosy promises.

Advertising is your only sure method of adequately feeding the clerk's mind with what should be said about "who made these shoes and how good they are." The merchant buys them, the clerk sells them.

80 per cent of the buying power of America's shoe industry have the Boot and Shoe Recorder to counsel and aid them.

Use the Recorder continuously and it will do an excellent job for you in strengthening your Good-will Chain.

Five Points to Trademarking

A trade-mark is a name or symbol used by a manufacturer or merchant to designate his goods from those of others in the same trade in order to secure such profits as will result from the reputation his goods have acquired.

The trade-mark statutes do not create rights but regulate such rights as you may have by providing remedies for their enforcement. Among some of the important advantages of registration may be mentioned the following:

(1) Registration constitutes constructive notice of the claim to the trade-mark, and tends to give actual notice by publication of the mark in the Official Gazette of the Patent Office.

(2) The examination of the mark in the Patent Office and its publication in the Official Gazette prior to registration tends to bring out any opposition from others claiming the mark and otherwise aids in determining the doubtful questions as to its validity.

(3) Registration being prima facie evidence of validity tends to eliminate necessity of proving adoption and continued use in making a prima facie case in court.

(4) Suits for infringement may be brought in the Federal Courts without restriction as to the amount involved or diversity of citizenship, and Federal Court injunctions may be served anywhere in the United States.

(5) Registrant may recover damages even though infringer has no actual notice of prior use by registrant. In some instances the registrant may recover triple damages.

The Patent Office filing fee is $15 with each application for trade-mark and the necessary drawing costs from $2.50 to $5.00. A certificate of registration is for a period of twenty years and may be renewed.

BOOT AND SHOE RECORDER TRADE MARK SERVICE
239 West 39th Street
New York, N. Y.

BASIS OF A LEGAL TRADE-MARK

A TRADE-MARK, when it is really such, is property capable of exclusive monopoly by the user, a monopoly which the courts of the land stand ready to protect. Obviously, then, a trade-mark must be given careful deliberation before adoption, bearing in mind that courts base their decisions either on previous pertinent decisions (common law), or upon statutes enacted by legislative bodies.

The following definition of the requirements of a trade-mark is short, concise and easily understood:

(1) A letter, number, word, design or symbol.
(2) Or some combination of these
(3) pointing UNMISTAKABLY
(4) To the ownership
(5) of the article
(6) to which it is APPLIED.

Part 1 needs no explanation except perhaps to state that a "symbol" usually includes simple drawings, such as triangles, crosses and stars, whereas a "design" contemplates marks having more artistic features.

Part 2 indicates that combinations of several features may be used.

Parts 3 and 4, the term "pointing unmistakably to the ownership," means that it must not be the same as, or confusingly similar to any other mark for the same kind of goods, or as legal parlance puts it, "For goods of the same descriptive properties." This term includes all kinds of footwear.

Ascertain if a prospective mark has been the subject of prior adoption. The prospective adopter should search the places where trade-marks are recorded, among which are the following:

(1) United States Patent Office.
(2) Offices of attorneys who possess a duplicate file of Patent Office registered marks.
(3) State trade-mark bureaus.
(4) Compilations of trade-marks in the office of the *Boot and Shoe Recorder.*
(5) Catalogues.
(6) The recesses of memory of office employees and others.

GEOGRAPHICAL AND PURELY DESCRIPTIVE WORDS INCAPABLE OF EXCLUSIVE MONOPOLY

Geographical names are not considered capable of monopoly. Obviously, no manufacturer could monopolize the name "Lynn" or "Brockton" for shoes. Words such as "Always Easy," "Army," "Athlete," "Baby," "Bench Made," "Best Made," "Built to Wear," "Wear Well" and many similar brand names called "descriptive" words are incapable of exclusive monopoly.

Part 5 indicates that only vendible articles sold in commerce are proper subject matter for trade-marks.

Part 6 states that the trade-mark must be applied to the goods or to the containers; or enclosed with the goods, if the mark is not capable of being applied to the goods or containers.

While it is outside of the subject of originating trade-marks, it may not be amiss to mention the fact that the price of trade-mark monopoly is continuous use. An abandoned trade-mark, regardless of registration, is open to exclusive monopoly by a subsequent adopter who must himself continuously use it or lose his rights.

TRADE-MARK RECOMMENDATION

When it is desired to obtain a brand name or trade-mark for any product it is always well to submit the proposed name to the following test:—

(a) Is it a surname?
(b) Is it geographical?
(c) Is it a word which describes the kind, quality or characteristic of the article?

If the word meets any one of these tests one cannot expect to control its exclusive use. If not, submit the proposed name to the test of "originality" and "first use."

Have the name compared with boot and shoe marks registered in the United States Patent Office and with the BOOT AND SHOE RECORDER.

Have the name compared with names registered in State Trade-Mark Bureaus; in compilations of unregistered marks; in catalogues, and in men's memory.

Register the mark in the United States Patent Office. Every trade-mark adopter owes it to his fellow members of trade to place his claim of ownership where it may be easily found, and thereby overcome infringement which may lead to the courts. The expense is negligible.

Register the mark in the prospective Pan American Trade-Mark Bureau, which includes ten North and South American countries. United States registration must first have been secured.

Register in foreign countries as shipments are made to each country.

Don't take trade-mark controversies to the courts until every possible amicable means of settlement has been exhausted. Employ an attorney versed in trade-mark law and urge that he arrange a settlement minus legal fisticuffs.

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Branch of INTERNATIONAL SHOE COMPANY
ST. LOUIS, MO.

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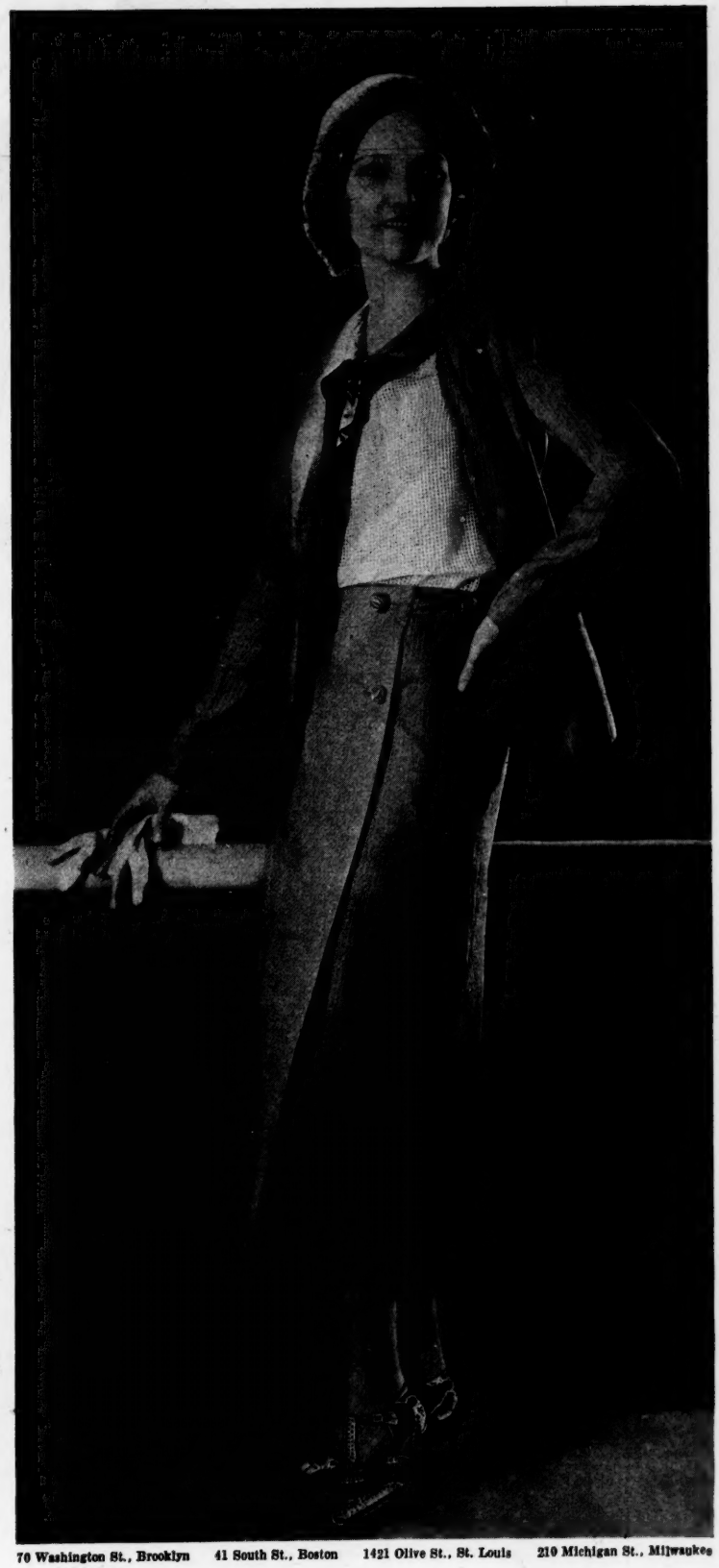

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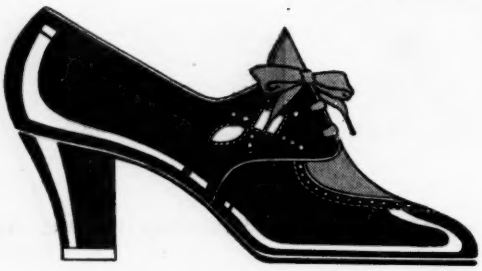

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